

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

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*That Monthly Check*

**The comfort of it;**

*Such priceless peace of mind.*

**The satisfaction of it;**

*No investment worries,  
no fear of loss.*

**The independence of it;**

*Under no compliment to anybody.*

**The reliability of it;**

*Always the full amount,  
and always on time.*

Have you provided for your wife in case she outlives you? Monthly Income Life Insurance is the safest way.

ASK THE WESTERN AND SOUTHERN MAN ABOUT IT.

**The Western and Southern Life Insurance Company**

HOME OFFICE

C. F. Williams, President

CINCINNATI

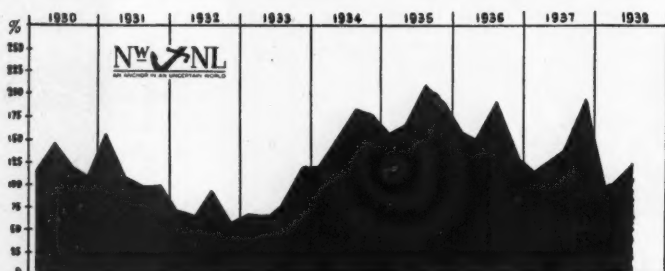
FRIDAY, SEPTEMBER 23, 1938



## ...a Proving Ground for Management

The "thirties"—the years beginning with 1930—will go down in history as a severe proving ground for sound business management, the life insurance business included. Just as the rigors of an automobile proving ground test the mettle of a motor car, the trials of these past eight years have challenged the ability of all businesses to withstand unprecedented stresses and strains without flinching. Many have had to take it on the chin and many have fallen by the wayside. But not life insurance; to the contrary, *it has not been until the thirties that the fundamental, inherent soundness of the life insurance business really has been fully realized and demonstrated.* It is common knowledge that the institution as a whole has met the challenges of the period with flying colors and emerged stronger than ever before. Particularly outstanding is the record of NWNL.

**At all times during this critical period NWNL's cash income has exceeded its cash disbursements by a wide margin.**



EXCESS OF CASH INCOME OVER CASH DISBURSEMENTS—BY PER CENT  
(On a quarterly basis)

An important index of the strength and safety of a life insurance company, and a significant measure of its management, is the relation of its current cash income to current cash disbursements. The chart above shows, in terms of per cent of excess, how at all times since 1930 NWNL's normal cash income has substantially exceeded cash disbursements. Even in the depths of the depression, cash income was more than half again as much as all cash demands made upon the Company.

**NORTHWESTERN NATIONAL  
LIFE INSURANCE COMPANY**

O. J. ARNOLD, President

**STRONG ~ Minneapolis, Minn. ~ LIBERAL**

## A SILENT PARTNER THAT IS NOT VERY "SILENT"

The Shield Man has a powerful partner working hand-in-hand with him in the field.

This partner is the Company's own 50,000-watt radio broadcasting station—

# WSM

—on the air eighteen hours out of every twenty-four.

For thirteen years now, WSM has been making friends for the Shield Man and for the Company, and, as a result, there are few localities where the the Shield Man is a stranger.

*The*  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**

C. A. CRAIG, Chairman of the Board

C. R. CLEMENTS, President

HOME OFFICE

**NASHVILLE**

NATIONAL BLDG.

**TENNESSEE**





# The NATIONAL UNDERWRITER

Forty-second Year—No. 38

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, SEPTEMBER 23, 1938

\$3.00 Per Year, 15 Cents a Copy

## Life Convention Now in Session Is a Big Success

**Houston Meet Draws Attendance of 1500—Holgar Johnson the New President**

### NEW OFFICERS

President—Holgar Johnson, Penn Mutual, Pittsburgh.  
Vice-president—C. J. Zimmerman, Connecticut Mutual, Chicago.  
Secretary—Harry T. Wright, Equitable Society, Chicago.  
Treasurer—R. L. Jones, State Mutual, New York.  
Place of 1939 Convention—St. Louis.

### By LEVERING CARTWRIGHT

HOUSTON, TEX.—The convention of the National Association of Life Underwriters was conspicuously successful. The program of the main sessions was of high order. The several side-shows such as managers' section, million dollar round table, women's division attracted keen interest. The weather was perfect. Attendance in the neighborhood of 1,500. Physical accommodations and local arrangements unsurpassed. A spirited, but friendly contest for election of trustees kept the politically minded well occupied.

Sentiment had crystallized to the major positions to be filled, so the fight was over the trusteeships. Seven were to be elected and there were about 18 candidates more or less seriously in the field.

### Seven Trustees Named

The seven that were named by the national council at its meeting late Wednesday afternoon are:

W. H. Andrews, Jefferson Standard, Greensboro, N. C.  
Earl F. Colborn, Connecticut Mutual, Rochester, N. Y.  
Julian S. Myrick, Mutual Life of N. Y., New York.  
H. A. Hedges, Equitable of Iowa, Kansas City.  
Grant Taggart, California Western States, Cowley, Wyo.  
John W. Yates, Massachusetts Mutual, Los Angeles.  
Short term—W. M. Duff, Equitable Society, Pittsburgh.

Louisville was selected by the trustees for the 1939 mid-year meeting with the dates to be selected by the new administration.

At the meeting of the million-dollar round table Tuesday, Paul Sanborn, Connecticut Mutual, Boston, was elected chairman for next year. Other members of the executive committee are H. G. Mosler, Massachusetts Mutual, Los Angeles, and A. C. Bayless, Southland Life, Houston. A new constitution was adopted, tightening somewhat the qualification requirements.

P. B. Hobbs, Equitable Society, Chicago, was tentatively reelected as chairman of the managers' section. He will let the executive committee know later

## Linton Flays Pension Scheme of California

**Provident Mutual Life's President Exposes the Weakness of the Proposition**

HOT SPRINGS, VA.—M. A. Linton, President of the Provident Mutual Life, told members of the south Atlantic regional convention here that wild pension schemes such as the new "\$30 every Thursday" retirement plan proposed in California, are doomed by the same causes of failure as was the ill-fated Alberta "prosperity certificate" plan which mushroomed and collapsed in a few months in 1936.

"To pay every unemployed man and woman of 50 or over a sum of \$30 in real money every Thursday would be impossible," Mr. Linton said in his address. "It would bankrupt the state. If the proposed warrants were used they would not be accepted as legal tender by those selling goods and services."

### Alberta Scheme Abandoned

"Politicians in Alberta issued similar 'prosperity certificates' and found that merchants would not accept them. As a result, the province soon abandoned the plan and was wiser and poorer for the experiment. The situation in California would be still more serious since debts to the state, counties and cities would be payable in the 'funny money.'"

"The protection of our old people from dependency is of course a desirable end. The life insurance companies have been promoting it with millions of individuals for many years," Mr. Linton continued. "The Social Security Act aims to supplement the work of the life insurance companies. Crazy currency schemes will only harm the cause of old age security. They will produce confusion and loss wherever tried."

### Consider Rehabilitation Bill

The Ohio insurance division at the coming session of the Ohio general assembly may offer a bill providing for an entirely new law relative to rehabilitation, conservation and liquidation of insurance companies. The present law, the department is said to have found, does not provide for sufficient authority in handling companies that are embarrassed. An effort also may be made to have the legislature enact the bill proposed by the National Association of Insurance Commissioners relative to health and accident coverage. This bill, among other things, defines groups and sets up standard provisions.

whether he is willing to assume the responsibility again. The managers' section meeting Tuesday was outstandingly successful with about 500 attending.

O. Sam Cummings, Kansas City Life, Dallas, the retiring president, was in great fettle during the week. He made innumerable speeches and kept a 24-hour day pace for several days.

A. Gordon Nairn, field supervisor, and Leslie Dunstall, secretary, Life Underwriters Association of Canada, are among those from Canada attending the Houston convention this week.

## New England Mutual Leaders Meet in Biennial Convention

**Gathering at Banff Draws Over 300—President G. W. Smith Is Principal Speaker**

Practical discussion of present-day problems, success methods of experienced fieldmen and announcement of a new training course, were highlights of the biennial convention of the New England Mutual Life at Banff, Alberta. Over 300 leading producers and their wives attended the four-day rally.

President G. W. Smith, in the opening address, announced the 1940 goal of \$1,500,000,000 in force had been passed Sept. 1. Gain for the past 10 years was 38 percent. Discussing both company progress and problems, Mr. Smith gave his personal views on questions facing the business, and emphasized that ordinary life protection against loss of economic values through untimely death is still incomparably the primary purpose of life insurance.

### Critics of Life Insurance

"A great deal is being said and written," declared Mr. Smith, "about those who seek to tear down the structure of life insurance; who go on the theory that whatever is, is wrong; who assert that the level premium system which has stood the test of generations is inequitable and that policyholders should buy term insurance and divorce themselves from the investment element. Most of these 'advisers' have had little or no life insurance experience and are not subject to state regulation as they are not licensed as agents. They seek selfish profit through a fee based upon a percentage of the cash surrender value of policies owned. Their advice is unscientific, unsafe, and given only for their own advantage."

"A federal agency has undertaken an examination into the affairs of life insurance companies together with companies of other types of business. If this examination is fairly and intelligently conducted, it will be constructive, as was the Armstrong investigation. We are going through an interesting and analytical period, but our course is clear; namely, to continue the trusteeship, the safe and conservative investment, and the equitable dealing which have always characterized our business," he said.

W. E. Hays, new agency director, and C. F. Collins, new agency secretary, (CONTINUED ON LAST PAGE)

## Report Houston Convention in Special Daily Issues

The National Association of Life Underwriters is holding its annual meeting at Houston this week and three special daily editions of The National Underwriter will be mailed from Houston to all subscribers covering the sessions. A special staff of editors will go to Houston and the dailies will be printed there in order to give subscribers the latest events of the convention.

## Arrange Card for Agency Section, General Sessions

**B. J. Perry, A. N. Mitchell, Claris Adams Are Among A. L. C. Speakers**

Three life company presidents, a daily newspaper publisher and an educator will address the general sessions at the annual meeting of the American Life Convention in Chicago, Oct. 10-13.

Roy A. Roberts, managing editor "Kansas City Star," and Dr. E. H. Lindley, chancellor University of Kansas, are the outside speakers. Mr. Roberts will address the morning session, Oct. 12, on "Where Are We Going?" The annual meeting of the Agency Section, scheduled for that morning, was moved up to the afternoon, and the general session to the morning.

The address by President Harry R. Wilson, who is vice-president American United, and the report of Col. C. B. Robbins, manager and general counsel, will precede Mr. Roberts' address.

### Executive Session

Wednesday evening an executive session will be held, when reports of committees will be read, general business considered and officers elected.

Greetings will be extended at the Thursday morning general session by Life Presidents Association, U. S. Chamber of Commerce, National Association of Insurance Commissioners, Canadian Life Officers Association, National Association of Life Underwriters and National Fraternal Congress.

Dr. Lindley will give an address on "Youth Cannot Wait." B. J. Perry, president Massachusetts Mutual Life, will talk on "Investments." A. N. Mitchell, president Canada Life, will speak on "Thrift and Cheap Money." Claris Adams, president Ohio State Life, will discuss "Is Life Insurance Too Large?" The dinner-dance will be held Thursday evening.

H. W. Manning, general manager Great-West Life, will preside as chairman at the Agency Section meeting.

W. F. Grantages, agency director Northwestern National Life, is to talk on "Organized Activity in the Training Process." R. R. Lee, vice president and agency director Southwestern Life, will discuss "The Human Element as a Factor in Cost Administration."

"Appraising Qualities Which Make for Success," is the subject of F. F. Weidenborner, Jr., superintendent of agencies Guardian Life. A. E. Patterson, vice-president Penn Mutual, will give "A Survey."

Fred L. Hildebrand, general agent for the Illinois Bankers Life, Kansas City, Mo., has been elected chairman of the city central executive committee of the American Legion for 1938-39. Mr. Hildebrand will preside over the governing body representing 25 posts. He has been active in the legion since 1921.

# Analysis of President E. D. Duffield's Life And Chief Characteristics

By ROBERT B. MITCHELL

NEWARK, N. J.—The many-sided career of President Edward Dickinson Duffield of the Prudential is the more remarkable when it is remembered that his way was always that of kindness, of gaining cooperation rather than barking brisk commands. There was nothing ruthless or domineering about him. His amazing record of leadership in his company, in Princeton University, the Presbyterian Church and New Jersey politics indicates his power of leadership, for without that quality no one could have approached his accomplishments.

The late Job Hedges, counsel of the Life Presidents Association, said:

"When 'Ed' Duffield enters a committee room he instantly takes command. Everybody is glad to see him. He acts easily, naturally, and sways minds without becoming didactic. He is never irritating. If you differ with him you had better find out why he is on the other side before you get too deeply into your own argument."

In the Prudential home office and field he generated the same atmosphere of friendliness and cooperation. After he was stricken at his desk Friday, the concern that was felt was not merely among the executives and others who came into direct contact with him but there was a constant flood of inquiries about the president's condition even from clerks who had never become acquainted with him personally.

**Couldn't Tolerate Greed, Dishonesty, Intolerance**

Of Mr. Duffield's broadmindedness, a close friend said: "He had no intolerance except for greed, dishonesty or intolerance. He had a keen sense of humor but never the kind that was at somebody else's expense. However, the fact that the joke might be on himself never prevented him from seeing the humor in a situation."

Mr. Duffield's guiding star in the administration of the Prudential was his deep rooted belief that he was the common-law trustee for the policyholders. All his actions were with this principle in mind.

A few years ago Franklin D'Olier, executive vice-president of the Prudential, concisely summed up Mr. Duffield's interests, saying that they were four P's: "Prudential, Princeton, Politics and Presbyterians." Because of his importance in the insurance business, it may be difficult to appreciate what a prominent part he took in the other three fields mentioned by Mr. D'Olier. It is said that his death is the biggest individual loss that Princeton could have sustained. He was chairman of the general committee which had the task of raising the \$6,000,000 endowment fund for President Dodds' three-point program. The committee has already been successful in raising some \$2,000,000.

**Link with Princeton Goes Back to Founder**

Mr. Duffield was born in Princeton in 1871. His father was professor of mathematics, was on the faculty there for 56 years. An earlier ancestor of Mr. Duffield's was the Rev. Jonathan Dickinson, Princeton's first president, from whom came Mr. Duffield's middle name. Mr. Duffield used to tell Yale men that the Rev. Jonathan Dickinson was the only Yale man in the family but would add that this was due to Princeton's not yet having been founded.

At Princeton, young "Ed" Duffield took great interest in student affairs. He was amiable, modest, and generally regarded as a fine likable fellow. He was a good student but not a Phi Beta Kappa.

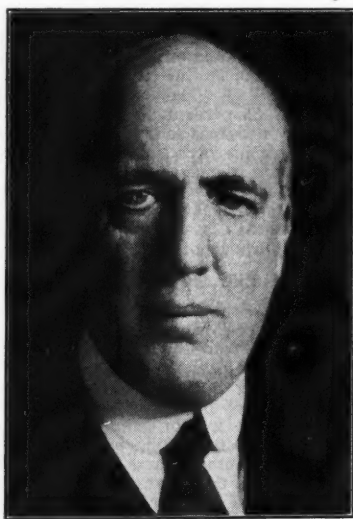
Probably the most significant indication of what he would do after graduation is to be found in his activity in

Princeton's two literary societies. These societies gave their members opportunities for debates and public speaking. It was there that Mr. Duffield began acquiring the skill, forcefulness and ease which marked his career as a speaker whether as a lawyer in court, a banquet toastmaster or an executive addressing an insurance gathering.

**Elected Assemblyman on Republican Ticket**

On graduation from Princeton in 1892 he went to New York law school, from which he was graduated in 1894. He was connected with three Newark law firms before going into practice for himself. The head of the Republican party in Essex county, Carl Lentz, took notice of the young lawyer's ability at making campaign speeches and put him

## Leader Dead



EDWARD D. DUFFIELD

The fraternity was shocked to learn of the death of President E. D. Duffield of the Prudential Saturday night. He had returned from a 10 weeks' vacation and a convention of agents at Toronto. He suffered an acute attack at his desk Thursday noon of last week and was immediately taken home. The seriousness of his malady was recognized at once.

on the Republican ticket as candidate for assemblyman. From the post of assemblyman he became first assistant to Attorney-General R. H. McCarter in 1905.

Oddly enough, it was through a case that he lost that Mr. Duffield got the opportunity to go with the Prudential. This was a contested will case in which the young lawyer's opponent was R. V. Lindabury, one of the country's best known lawyers and counsel for the Prudential, the United States Steel Company, and other prominent clients. Impressed by Mr. Duffield's ability, Mr. Lindabury asked him to become general solicitor of the Prudential.

When he did so in 1906, it was not Mr. Duffield's purpose to remain there more than a few years. He still had an eye on general law practice as his future field. He asked the advice of J. R. Hardin, then a leading Newark lawyer and now president of the Mutual Benefit Life. Mr. Hardin advised him to take the job but predicted he would stay longer than two or three years if he did so.

Evidence of the way Mr. Duffield combined humanitarian motives and sound common sense may be seen in the Prudential's housing projects. At the time he became president the housing problem was acute in many sections of the country. He directed that available funds be used to alleviate this condition wherever practical.

"I know of no better way in which an organization having funds to invest can use them than by making it possible for American citizens to own their own homes," he said at that time.

The Prudential in four years invested about \$700,000,000 in such loans. Later Mr. Duffield was active in improving Newark housing conditions. Through his suggestion, the Prudential built a large apartment house in the so-called Ironbound section of Newark. Later two large apartments were put up in the third ward as slum clearance projects.

Mr. Duffield was always interested in New Jersey politics, although the only elective offices he held were assemblyman, member of the South Orange board of education, and president of the South Orange village board of trustees. However, there is little doubt that he could have been elected governor or United States senator if he had been willing. There was a strong effort to get him to run as a candidate to succeed Senator Edge, but his friends were unable to persuade him.

**Chairman of Convention Credentials Committee**

In 1920 Mr. Duffield was chairman of the credentials committee of the Republican national convention. He was a delegate at large and chairman of the New Jersey delegation at the Republican convention in Cleveland in 1936.

In 1932-33, between the resignation of President J. G. Hibben of Princeton and the election of President Dodds, Mr. Duffield served as acting president. In 1932 Rutgers University conferred on him the honorary degree of doctor of laws. President R. C. Clothier of Rutgers said in his citation:

"You are one of those men, unhappily too rare, who think of life as a joyous adventure in social usefulness. It is natural that at this time when Princeton faces its loss of her beloved president through retirement, she should turn to you to guide her destinies. Your wisdom, your loyalty your wealth of experience qualify you in exceptional measure for this great responsibility."

**Was Long Interested in Religious Activities**

Mr. Duffield's deep and sincere, though never ostentatious, interest in religion began early in life. At Princeton he took an active part in religious work. He was long one of the most prominent laymen of the Presbyterian Church. He was formerly a member of its board of trustees of the general assembly and in 1926 and 1927 was vice-moderator. This is the highest honor the church bestows on a layman, since the moderator is usually a clergyman.

As a speaker Mr. Duffield's apparent diffidence was frequently misleading. His style was to get under way slowly as if groping for words. However, he knew exactly what he was going to say and before his audience realized it their concern over his fumbling start would be turned to rapt attention by his powerful eloquence.

Mr. Duffield was at his best, perhaps, in addressing Prudential meetings. In his concluding speeches at the banquets which closed the annual managerial conferences, he could convey a profound spiritual note. This sort of theme is a ticklish one to handle, for there is a good chance that it will be cynically dis-

counted. It was never discounted in Mr. Duffield's case, however, for he not only had the skill to convey such a message but his audience was as certain of his sincerity as they were of the fact that they were listening to him.

**President Duffield's Benign Example Often Shown**

In a world where dictatorial aggressiveness and ruthless disregard of other people's feelings appear too often to be the formula for success, the career of Mr. Duffield stands as a convincing argument that force, coercion, and a domineering attitude are not necessary to eminence. His concept of his job was that he was the common-law trustee for the policyholders. While cleaving to that principle he did all in his power to administer his office fairly and humanely.

No executive of a huge organization could expect his decisions to please everybody. But Mr. Duffield's desire to be fair, to listen to all sides, and to arrive at a just decision, no reasonable person could have any doubt.

**Achievements Were Accomplished by Persuasion Rather Than by Command**

Mr. Duffield not only had the most benevolent motives but was unusually endowed with the ability to put them into effect. His attainments in the insurance world bulk so large that one is likely to forget the vast amount of good he did in other fields.

If ever any man had cause to think well of himself and let the world know about it, Mr. Duffield was the man. Yet he was always unassuming, and amiable, accomplishing his achievements by friendly persuasion rather than by executive commands.

## Real Estate Is Declared Big Insurance Asset

Life companies own approximately \$1,600,000,000 of real estate, according to Donald W. Campbell, treasurer of the State Mutual Life in addressing the New England regional conference of the National Association of Real Estate Boards at Worcester.

Basic requirements for administrators of insurance company real estate holdings in cities, Mr. Campbell said, are exactly those named by the Institute of Real Estate Management in the pledge which every member of the institute takes. This is a code of ethics embodying the highest principles. Mr. Campbell stated that single family dwellings repossessed by insurance companies have very rapidly gone back into normal hands. Recovery of a market for income properties has been slower, but the State Mutual Life has sold a substantial volume of its class 3 property this year at practically book value, he said. Class 3 properties are the least desirable in its holdings. Cash received in all cases was 35 percent of the sales price.

**In a Strong Position**

"The insurance companies as holders of income properties are in a strong position to carry out a good maintenance program or any rehabilitation or remodeling that may be needed to meet changing conditions or the requirements of a strong tenant," he said. "Thus they are in a position to give their properties a slight edge over competing properties. But over-attention to appearance and structure beyond that demanded for the type of property is money wasted. It is as costly as under-maintenance. This is easily overlooked in the operation of a large volume of property."



## Earle of Oregon Comments on the Examination Plan

### Sees No Great Virtue in the Present System of New York

SALEM, ORE.—Commissioner Earle of Oregon, who is president of the Western Conference of Insurance Commissioners and who has been all along the main spokesman criticising the New York department for not cooperating through the zone convention system of examinations adopted by the National Association of Insurance Commissioners, states that he has read very carefully the statement given out by Superintendent Pink of New York relative to participation of other states in examination of New York companies. This plan, Commissioner Earle says, is not new. Certain single states have been invited into such an examination from time to time when convenient to the commissioners before Mr. Pink became New York superintendent.

#### Further Comment Made

Mr. Earle states that none of the examinations have complied with the intent of the zone system plan. In fact, the procedure is one which the zone system was meant to overcome, said Commissioner Earle. Furthermore, Commissioner Earle says:

"The old system was conducive of and produced the 'most favored state' method of choosing examiners. This became the 'exchange' system which in turn produced the 'group' system. The group system was one by which a certain fixed number or group of states (not necessarily contiguous) were conducting all examinations, all the time, of all the companies domiciled within the group of states.

"Every intelligent insurance executive and/or administrator knows of that system; knows of its abuse in many cases; knows of vital information withheld from reports of political manipulation; of insurance fatalities which might have been avoided if correct information had been made available. All of this caused a lack of confidence so universal as to contribute towards a general investigation by national bodies.

#### Should Restore Confidence

"It is the duty of every commissioner to restore that confidence by conducting and participating in examinations, only, that are a true reflection of the examined company's condition. Charges of home department domination, political manipulation, and unequitable representation must be eliminated.

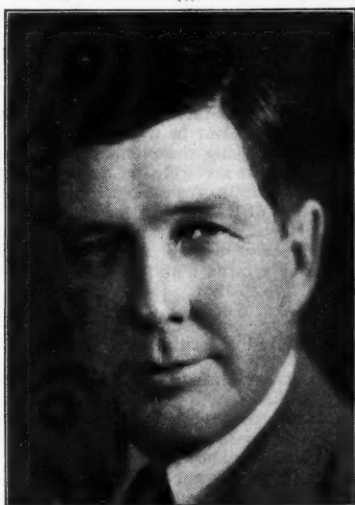
"As to Mr. Pink's oft repeated contention that he 'is compelled by the law to examine the companies through employees of his department': In the spirit of charity let us call this a 'broad interpretation' by Mr. Pink of a state law common to practically every state belonging to the association. This law has to do with regulations of domestic companies and relates to the necessity of the commissioner conducting an examination of the domestic company once within every stated period of time. This is commonly called a 'state examination' or statutory examination.

#### Scope of Association Probe

"An association examination is a separate and distinct examination and not to be confused with a 'state,' 'joint' or 'invitational' examination. It is conducted by an organization of all states as an entity. It is supposed to be representative of all the states. It does not take a particularly 'broad interpretation'.

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## Forty Years Service



A. ELLISON RUMSEY, Waterloo, Ia.

A. Ellison Rumsey, general agent Penn Mutual Life at Waterloo, Ia., who retires after 40 years of service, has made a conspicuous success in the business. He started with the Penn Mutual in Sioux City, Sept. 1, 1898. Harold E. Rugg, who has been connected with the agency for 20 years, and more recently as supervisor, succeeds him.

#### Season to Open in Boston

BOSTON—The fall and winter season of the Boston Life & Accident Claim Association will begin with a monthly meeting at the Hotel Kenmore Oct. 14, when W. J. Cordes, Retail Credit Company, will be the speaker.

## Stevenson to Discuss Basic Problems in Organization

### Penn Mutual Executive to Present Study at Research Bureau, Agency Officers' Meeting

S. T. Whatley, chairman of the board Life Insurance Sales Research Bureau, vice-president Aetna Life, will be chairman of the Tuesday, Nov. 1, sessions of the bureau and Association of Life Agency Officers annual meeting in Chicago Nov. 1-3. J. M. Holcombe, Jr., manager of the bureau and secretary-treasurer of the association, will present the theme of the meeting, and Jerome Clarke, chairman of the bureau executive committee, and vice-president Union Central, will report on the bureau's activities during 1938. J. A. Stevenson, executive vice-president Penn Mutual, will discuss an extensive and basic study by the bureau on sales management in other industries and its relation to life insurance agency organization and operation.

#### Organization of Agents' Job

The afternoon meeting, Tuesday, Nov. 1, will be devoted to discussions on the organization of the agent's job. B. N. Woodson, consultant of the bureau, will discuss the opportunities facing agency executives in the field of company relationships with the agent. Completing the program will be reports on company plans and activities on this subject by V. H. Jenkins, vice-president Occidental; W. M. Rothaermel, vice-president Continental American; W. C. Schuppel, executive vice-president Oregon Mutual, and T. M. Stokes, supervisor of field education and sales promotion, Metropolitan.

## N. Y. Association Files Second Brief on Code Revision

### Opposes Written Examinations as a Prerequisite for Agent's License

NEW YORK—Giving in detail its reasons for objecting to the written examination of life agents contemplated in the proposed New York insurance law revision, the New York State Life Underwriters Association has filed a brief with the joint legislative committee on recodification of the insurance law. The brief is supplemental to a longer one presented earlier giving the association's position on the creditor exemption statutes, alteration of the broker's status in life insurance, and modification of the anti-twisting law, a summary of which appeared in THE NATIONAL UNDERWRITER for Sept. 2. Both briefs were prepared by Albert Hirst, association counsel.

The supplementary brief opposes written examinations as a prerequisite for a life agent's license. It takes up the familiar argument that since physicians, dentists, architects, and lawyers must undergo a state examination before receiving their licenses, life agents should be subject to the same requirements. The brief points out that in the case of the professional men the state is dealing with young men who have finished a special course of training to prepare themselves for a serious, rigid test and that they are persons who propose to offer their professional services to the public in general. Life agents, on the other hand, are of all ages, have not undergone extensive preliminary preparation, and do not propose to offer their services to the public at large but to one or more companies who they may desire to represent and, finally, could not conceivably in pre-license examinations be subjected to a real, serious, rigid test.

#### Agent's Act Binds Company

Conceding that real estate brokers, insurance brokers, and public adjusters are subjected to pre-license examinations, the brief notes that like the professional people already mentioned they propose to offer their services to the public at large and if licensed, would act without supervision and to be solely responsible for their acts. A life agent, however, is strictly supervised and, by acts committed within the scope of his agency, binds his principal, the life company, which is fully able to respond in damages. The brief emphasizes the fact that while life agents in increasing numbers are becoming men of professional attainments, the development of every individual necessarily goes hand in hand with the acquisition of practical experience in field work and that no one, least of all the insurance department, would expect this development in a novice agent.

#### Delay Would Be Hardship

"The examination would, of necessity, have to be confined to a few details as the policy forms, premium rates, simple actuarial ideas of the type that can be absorbed in a brief cramming course," the brief states. "Our association, representing as it does hundreds of men who have given a lifetime of study to the training and developing competent and efficient life insurance men cannot see the slightest advantage to be gained by such a necessarily superficial test."

Furthermore, the brief continues, the

(CONTINUED ON PAGE 20)

## THE PYRAMIDING OPTION

Many applicants, shown that use of the annual dividend to buy a paid-up addition, gradually, over a long term of years "painlessly" increases a policy's protection by an almost startling amount, elect that dividend option.

A current case:—A Twenty-Payment Life for \$10,000, taken at age 41. The policyholder is now "well-stricken in years," but not well-stricken by infirmity. His paid-up additions have mounted to \$4,697. So that today the insurance protection stands at \$14,697. At any time along the years these paid-up additions could have been surrendered, in an emergency, for not less than the amount of the dividends used to buy them, without involving the policy face. If untouched, the family's protection will be so far bettered that the combined policy face and additions may provide an ampler, needed sufficiency than the \$10,000 face could afford.

The paid-up addition is one of several effective life insurance devices which extract from the premium dollar the last full measure of value and usefulness.

+ + +

## THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA

# Guardian's "Graph-Estate" Proves Potent Sales Aid

NEW YORK—Guardian Life of New York has brought out a new selling plan which has shown remarkable results in actual use. For example, the group of 11 men who did the first pre-testing of the plan made 30 sales out of 47 completed presentations, for a total paid business of \$134,000. Furthermore, the average size policy of all sales made with the new system, called the graph-estate, is \$5,030 as compared with the company's average policy in force of \$3,210.

The graph-estate plan combines a simple mechanical device with an organized sales talk. The result is a plan of low-pressure selling which nevertheless provides a definite track for the interview to run on and gives the agent control over the interview at all times. Vice-president J. A. McLain, Superintendent of Agencies F. F. Weidenborner, and Assistant Superintendent of Agencies G. L. Mendes have been introducing the new plan at regional meetings, the final one being held this week in St. Louis.

The mechanical part of the plan is a sales portfolio containing a plate with square openings and a ruler which slides up or down but remains parallel with the top and bottom of the plate. Using this ruler, the prospect draws an actual graph of his absolute minimum requirements in the way of monthly income for his family in case of his death, guaranteed retirement income, cash clean-up fund in case of death, family emergency funds, children's education, and special funds. The agent does everything he

can to get these figures down to a realistic, rock-bottom basis. Then, having committed the prospect to these minimum requirements he leaves after making an appointment to return and show how his present insurance can be arranged to go as far as possible in meeting the needs.

When he comes back, the agent brings a chart on which lines are drawn in black, red, and green. The black line shows the prospect's present insurance as it is now payable. The red line shows his present insurance distributed as nearly as possible according to his objectives. The green line shows the agent's recommendations, which, of course, include additional insurance.

An important angle of the Guardian graph-estate plan is that this recommended insurance is kept definitely within the limits of the prospect's purchasing power. The company has found that it is much better to follow this principle than to try to sell a man the insurance his requirements indicate but which he cannot reasonably be expected to pay for. The company has found that it is better not to try to bring a man's total insurance to more than five times his annual income.

## Chart Shows Cost

Therefore, when the agent comes back with his recommendations shown by the green lines on the chart, the prospect may object that his family couldn't live on such a small income, but nevertheless the additional premium outlay is something he can afford if he is really serious about his responsibilities. If the prospect insists that he wants to meet his first minimum objectives as outlined in the first interview, the agent has on a separate chart the cost of supplying these benefits. Usually a glance at the extra premium outlay is enough to bring the discussion back to a financially practical basis. It is rare that a prospect can be persuaded to put more than 10 percent of his income into insurance premiums.

An important feature of the graph-estate plan is its extreme flexibility. Its aim is to permit any type of agent to sell any type of prospect. For agents who are so conservative that they shrink from using any mechanical device in an interview, the plate may be dispensed

with and a celluloid ruler, also supplied with the kit, substituted. Some agents do not even like to carry a sales portfolio. For these, the essential pages are in a four page leaflet which can be folded up and carried in one's pocket. However, it is significant that the few who thought they would not like using the plate have taken it up.

Another flexibility angle is that the company does not in the least insist on every agent using the plan. Even those who do use it are welcome to memorize the presentation verbatim or make any adaptation of it that they may find effective. Here, again, perhaps because of complete absence of regimentation, a surprisingly large number of agents have decided to follow the recommended presentation word for word.

## Gets Desired Information

The presentation itself has been skillfully worked out to get the necessary information without any appearance of forcing the issue. For example, if the agent doesn't know the prospect's age he says, "Since your age will affect the amount of retirement income that your present insurance will provide, I'll need your date of birth."

Similarly in the rather ticklish matter of getting the wife's age, the agent continues, "In order to work out the family income, may I have your wife's full name? . . . and her date of birth?" It has been found that practically every husband knows his wife's date of birth, although it was anticipated that this question might not be readily answerable.

A curious phenomenon that has been discovered is that in nearly every case the absolute minimum which a man believes his family can get along on if he were eliminated is one-half his present income. Where his income is known or can be accurately estimated, it thus furnishes a good guide as to what the minimum income to the family should be. Conversely, where the prospect states what his family could live on if he were gone, this information may be used to arrive at what his present income is.

For the usual case the graph-estate chart is supplemented by a typewritten sheet giving the same information in tabular form. For the very large policyholder, however, there is a blank for auditing the insurance and other elements in his estate. A part of the manual is a list of objections with answers for each.

Pre-testing was done by having each manager select one agent to try it out without telling any other members of the field force about it. In this way it was found what the plan could actually

## Conventions

Sept. 26-29—Life Office Management Association, annual meeting, Mt. Royal Hotel, Montreal.

Oct. 5-7—Joint meeting Actuarial Society of America and American Institute of Actuaries, Waldorf-Astoria, New York City.

Oct. 10-13—American Life Convention annual meeting, Edgewater Beach Hotel, Chicago.

Oct. 20-21—Association of Life Insurance Medical Directors, New York City.

Nov. 1-3—Association of Life Agency Officers, Edgewater Beach Hotel, Chicago.

Nov. 11-12—Institute of Home Office Underwriters, Brown Hotel, Louisville.

Nov. 14-16—Life Advertisers Association, Traymore Hotel, Atlantic City.

Dec. 5-7—National Association of Insurance Commissioners, Fort Des Moines Hotel, Des Moines, Ia.

accomplish on the job. The graph-estate is particularly valuable for old prospects for whom the agent feels he needs a new selling approach.

## Rochester Life Sales Showed August Increase

ROCHESTER, N. Y.—Life insurance sales here during August increased 18 percent over the same month in 1937, the statistical bureau of the chamber of commerce reported. The monthly survey of 28 Rochester offices showed policies totaling \$3,391,959 as compared with \$2,882,690 during August last year. It was the second consecutive month that sales had registered a gain over 1937.

The gain was attributed largely to an organized sales campaign being made by the life men. More prospects were contacted during the past month with the result that more policies were written.

Sales for the first eight months of 1938 still lagged 9 percent behind those made through August of 1937. The decrease had been cut down since July, however, when statistics showed 1938 totals were 17 percent behind those of 1937.

## Storer Chosen by Mail

Horace E. Storer, Indianapolis manager of the Bankers Life, has been elected president of the Indianapolis chapter, Chartered Life Underwriters, in a mail ballot. Central vice-president is Guy E. Morrison, Northwestern Mutual; southern vice-president, Ralph R. Mills, Bloomington, Equitable, N. Y.; northern vice-president, Kokomo, L. T. Boyd, Equitable, Iowa. Lowell Holmes, Insurance Research & Review, was re-elected secretary-treasurer.

## NEWS OF WEEK

Big convention National Association of Life Underwriters took place this week in Houston. **Page 1**

President Linton of the Provident Mutual Life condemns fantastic scheme originating in Los Angeles to pay retired men over 50 years of age \$30 a week. **Page 1**

Program is announced for general sessions and for Agency Section meeting at annual meeting of American Life Convention in Chicago, Oct. 10-13. **Page 1**

President E. D. Duffield of Prudential dies following paralytic stroke. **Page 7**

R. B. Mitchell of The National Underwriter staff reviews President Duffield's career and some of his characteristics. **Page 2**

Job security through group insurance discussed over radio by President Parkinson of Equitable Society. **Page 7**

Actuarial promotions are announced by the Canada Life. **Page 18**

Guardian Life's "graph-estate" proves powerful sales aid. **Page 4**

Second brief is filed by New York State Life Underwriters Association opposing code revision requiring agents take written examinations as prerequisite for license. **Page 3**

J. A. Stevenson, executive vice-president Penn Mutual, will discuss basic problems in agency organization at Research Bureau-Agency Officers' meeting. **Page 3**

Commissioner Earle of Oregon comments on statement of Superintendent Pink of New York regarding convention examinations conducted under the latter's department. **Page 3**

Character sketch of Paul F. Clark, new vice-president John Hancock Mutual. **Page 8**

Consumers Union refuses to moderate its pro-term bias. **Page 6**

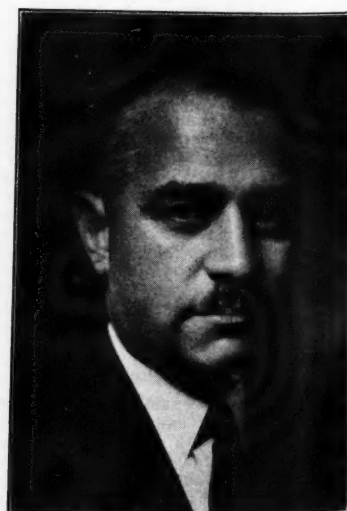
## INTRODUCE GUARDIAN "GRAPH-ESTATE"



JAMES A. McLAIN  
Vice-President



F. F. WEIDENBORNER  
Superintendent of Agencies



G. L. MENDES  
Assistant Agency Superintendent



## Other Exemptions Top Insurance's by Million to One

**Life Men Needn't Feel Unfairly Favored, Says Albert Hirst**

NEW YORK—Life insurance men do not need to feel that their business is uniquely favored by creditor exemption statutes according to Albert Hirst, counsel New York State Life Underwriters Association. Mr. Hirst, who recently prepared a brief stating the association's position in wanting the New York statutes left as they are and not changed as the proposed revision contemplates, feels that there is danger that life insurance exemption laws may be regarded as sometimes working an undue hardship on the creditor.

"One of the oldest legal maxims," said Mr. Hirst, "is that the law favors the diligent creditor. However, this does not mean a creditor who extends credit loosely but the one who is diligent at the time of extending credit. I personally have little sympathy for the man who is easy in extending credit and hardboiled when he gets into a jam."

### Ample Opportunity Available

Mr. Hirst pointed out that the creditor who makes a loan or extends credit with the idea of using the borrower's life insurance as security has ample opportunity at the time of extending credit to protect himself. He can get the borrower to give him an assignment on his life insurance, which would of course be valid no matter what kind of exemption statute might exist, or he could get the borrower to take out special life insurance to protect the amount owed.

As far as exemptions from creditors' claims are concerned, Mr. Hirst points out that for every dollar in life insurance exempt from creditors' claims there is at least \$1,000,000 exempt for other reasons. While this may seem surprising, he pointed out that the fact that corporations limit the liability of stockholders to what they have invested means that they have achieved exemption for all their personal property except what they have invested as stockholders.

### Exemptions for Wealthy

Similarly a man can gain exemption from creditors' claims by putting property in his wife's name. If he does this at a time when he is solvent and without fraudulent intent, no one can reach this money no matter how bankrupt the man may be. Yet there is no feeling that this sort of thing should be made impossible by stricter laws.

Essentially, the man who buys life insurance is doing the same thing, Mr. Hirst points out. What the policyholder is doing is to put money into life insurance so that his family will have it and not be dependent. If he were to give his money to his wife to buy life insurance on his life there would be no question about such money being exempt from creditors' claims. Hence, Mr. Hirst argues, why should not the same protection be given to the policyholder who buys insurance without going through this legal rigamarole, since the intent is the same and the result is the same.

### What 55a Does

What section 55a of the New York insurance law does is to give this protection to all policies where the beneficiary is named. The law does not protect the man who buys life insurance with the intention of defrauding his creditors and there is no intention of protecting

him. In framing the law, the New York association was just as much concerned with not permitting creditors to be defrauded as it was about protecting the policyholder, Mr. Hirst recalled. This attitude, he said, is not based on any ultra-altruistic notions but upon sound common sense, a realization that unfair demands must inevitably produce a bad reaction later on.

This feeling is what is back of one of the association's objections to the proposed revision in the insurance law. The revision would in some ways give the policyholder a better break than the association feels is proper. While eliminating the exemption provision on settlement options for amounts in excess of \$400 a month, it broadens the exemption below that amount so that it would cover all creditors' claims. The present law covering income to beneficiaries, for

example, would permit creditors to garnishee installment payments under life insurance settlement options where the claims are for "necessaries," such as food, clothing, shelter, fuel and the like.

The vast majority of people are entirely honest and even though fully aware that their insurance proceeds and cash values are exempt from creditors' claims, would not think of resorting to this exemption, except perhaps in cases of direct necessity, Mr. Hirst feels. The basic function of the creditor exemption statutes, is to give the little fellow the same protection that the big fellow can avail himself of because of his ability to retain skilled counsel.

P. Macdonald, who has been with the Crown Life in Canada for 15 years, has been appointed manager in the British Isles.

## Canadians Arrange Program for Visiting Actuaries

TORONTO—Arthur B. Wood and George W. Bourke of the Sun Life of Canada, Arthur P. Earle of the Montreal Life and Frank C. Capon, of the Prudential Assurance, London, England, are in charge of arrangements for the program arranged for entertainment of British and Scottish actuaries who are paying a good-will visit to Canada and the United States. The program will take place in Montreal. Sept. 24 there will be a dinner dance at the Normandie Roof; Sept. 25, a sight-seeing tour and/or lunch and golf at Mount Bruno Country Club; Sept. 26, visit to the home office of the Sun Life.

## EARS to LEND

**J**ADED by dull repetition, few people hear all that goes on around them. The busy man closes his ears to the average sales presentation. He is as indifferent to it as to the sound of his own breathing or the tick of his watch.

But bring him a new idea—an out of the ordinary thought—and he has ears to lend. It's as simple as all that.

Keeping on tap a constant stream of new ideas—new angles of approach—isn't a simple matter, though. But the John Hancock believes it is worth the effort—and keeps its agents supplied with tested sales sentences, which help get the interview.

Prospects "lend their ears" to the trained John Hancock representative because he brings them something in exchange for an interview—a new idea—a new approach—which commands attention.

*John Hancock*  
MUTUAL  
**LIFE INSURANCE COMPANY**  
OF BOSTON, MASSACHUSETTS  
Guy W. Cox, President

## Consumers Union Wedded to Term Insurance Bias

**Protests at E. A. Gilbert's Advice Produce no Change in Attitude**

NEW YORK—Consumers Union, the more radical of the two organizations supplying information to buyers, is determined to continue the strong term insurance bias which has marked its advice on life insurance since it began including insurance in its advisory service about 10 months ago. Consumers Union was flooded with protests as soon as the trend of its advice became apparent. Many of these, naturally, were from life insurance men. Despite cogent arguments, however, an inquiry at CU headquarters in New York City this week revealed that the pro-term bias is

as strong as ever and that there is no intention of taking a more middle-of-the-road attitude as between term insurance and permanent level premium forms.

Since Consumers Union claim some 65,000 subscribers, the effect of this barrage of term insurance propaganda from a source which subscribers are likely to accept as thoroughly informed and reliable cannot be laughed off as a minor nuisance. Agents are already having to meet the questions of CU subscribers among their clients. Unfortunately the case for term insurance can be made to look very convincing to the uninformed. The notion that the companies and the agents have a selfish motive selling permanent insurance rather than term insurance fits in nicely with the general CU tone, which is that manufacturers and merchandisers are frequently found guilty of selling shoddy goods by means of attractive but untruthful advertising. As it happens, there are enough cases in which this thesis can be proved so the CU subscribers could hardly be expected to be other than extremely distrustful of anything they are asked to buy.

The first article for the CU reports was written by the late Edward Berman, author of "Life Insurance: A Critical Examination." CU's present Life insurance consultant is E. A. Gilbert, co-

author of "Life Insurance: A Legalized Racket." Mr. Gilbert's passionate bias in favor of term insurance and his intemperate attacks on the life insurance business for not agreeing with him are well known to life men. His book was at one time on the best-seller lists.

Part of Mr. Gilbert's work for Consumers Union is a life insurance advisory service, fees for which, according to CU, average about one-fifth of the lowest generally prevailing for insurance counsel. General insurance advice, that is what kind of policies to buy, comparisons of companies, is \$2; specific recommendations and analyses, including advice on any necessary changes in the insurance program, of policies up to \$5,000, \$2. On policies from \$5,000 to \$10,000 the charge is \$5. From \$10,000 to \$25,000 the fee is \$10. Above \$25,000 the fee is \$15.

### Questionnaire Is Used

Subscribers utilizing this service fill out a questionnaire which covers amount of outside investments and savings, whether the home is rented or owned, amount of mortgage, if any; loans other than insurance; monthly income the family would require at the policyholder's death; present state of the policyholder's health, date of last examination; details of any rejections.

From what could be learned at Consumers Union headquarters, it appears that efforts were made to check up on Mr. Gilbert's qualifications as an adviser, although in the main the sources consulted appear to have been those who might be expected to share his anti-company bias, such as members of the staff of the Massachusetts savings bank life insurance system. None of the authorities named by CU headquarters, however, were willing or able to present the case of permanent insurance in convincing enough fashion to wean the CU people away from their pro-term bias.

CU's justification for its attitude rests mainly on a feeling that since many people lapse their policies soon after buying them the most sensible course is to buy the type of insurance that will permit an early lapse at the least cost. The life insurance articles in the next few issues of the monthly Consumers Union reports will be devoted to industrial insurance.

### Connecticut Mutual Activity Campaign is Real Success

HARTFORD—To demonstrate that increased activity can mean more sales, the Connecticut Mutual field force staged a unique summer campaign. The rules were simple: each agent was to choose any six weeks and then during those six weeks attempt to secure at least 90 bona fide interviews. The results were unusually successful. Thousands of interviews were secured and as a result of this activity, the summer months showed production gains.

Some 252 agents had 90 or more interviews. Special recognition for being the 10 leaders in number of interviews is to be given to F. M. Champagne, New York; A. V. Rush, Huntington; D. R. Wachner, Los Angeles; F. S. McNail, Wichita; C. S. Bray, Wichita; Sarah O. Stanley, Des Moines; C. A. Kunz, Seattle; H. R. Fredenburgh, Washington; F. E. Walker, Decatur, Ill.; and R. M. Lowry, Hartford. Mr. Champagne turned in 301 interviews during his six week's period. He also sold a policy each day, including Sundays, during the six weeks.

### Comment by Coffin

Commenting upon the effect of the campaign, from the standpoint of new business, Vice-president V. B. Coffin said: "The campaign was a definite success and proves that intelligent activity brings results. A great deal of credit should be given to the campaign for the decided up-swing in paid-for business curve during July and August. The July

## Life Production Decreases 23.3 Percent in Eight Months

**Life Presidents Report Shows Marked Reduction from Sales Figures in 1937**

Decrease of 21.6 percent new life insurance in August compared to August, 1937, and 23.3 per cent for the first eight months was reported by the Association of Life Insurance Presidents. The report aggregates new paid business exclusive of revivals, increases and dividend additions, of 40 companies having 82 percent of total life insurance in all U. S. legal reserve companies.

For August, total new business was \$550,960,000 against \$703,123,000 in August, 1937, decrease 21.6 percent. New ordinary amounted to \$361,213,000 against \$430,040,000, decrease 16 percent; industrial \$156,304,000 against \$210,989,000, decrease 25.9 percent; group \$33,443,000 against \$62,185,000, decrease 46.2 percent.

### Business for Eight Months

For the first eight months, total new business was \$4,764,181,000 against \$6,208,106,000, decrease 23.3 percent. New ordinary amounted to \$3,063,111,000 against \$3,880,979,000, decrease 21.1 percent; industrial \$1,416,879,000 against \$1,791,177,000, decrease 20.9 percent; group \$284,191,000 against \$535,950,000, decrease 47.0 percent.

New paid-for written in each of the first eight months 1937 and 1938, and percentage increases or decreases, are:

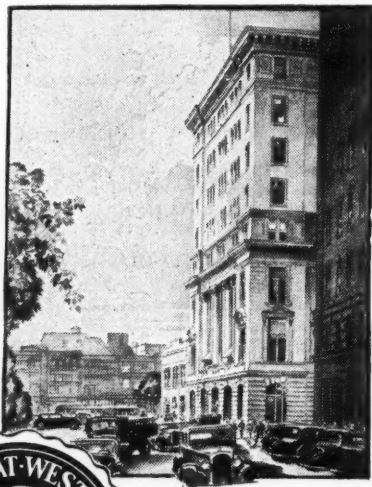
	1937	1938	Over 1937
<b>Ordinary</b>			<b>Pct.</b>
Jan.	\$ 432,934,000	\$ 377,789,000	-12.7
Feb.	459,001,000	373,644,000	-18.6
March	581,389,000	441,067,000	-24.1
April	530,755,000	386,529,000	-27.2
May	488,622,000	384,083,000	-21.4
June	512,496,000	382,385,000	-25.4
July	445,732,000	356,401,000	-20.0
August	430,040,000	361,213,000	-16.0
	\$3,880,979,000	\$3,063,111,000	-21.1
<b>Industrial</b>			
Jan.	\$ 195,405,000	\$ 179,975,000	-7.9
Feb.	212,231,000	174,092,000	-18.0
March	258,087,000	198,025,000	-23.3
April	246,589,000	193,131,000	-21.1
May	239,733,000	191,648,000	-20.1
June	224,113,000	170,312,000	-24.0
July	204,121,000	153,392,000	-24.9
August	210,898,000	156,304,000	-25.9
	\$1,791,177,000	\$1,416,879,000	-20.9
<b>Group</b>			
Jan.	\$ 42,051,000	\$ 31,401,000	-25.3
Feb.	40,246,000	41,671,000	3.5
March	77,956,000	33,050,000	-57.6
April	57,022,000	37,815,000	-33.7
May	74,766,000	43,076,000	-42.4
June	87,861,000	45,076,000	-48.7
July	93,863,000	18,659,000	-80.1
August	62,185,000	33,443,000	-46.2
	\$ 535,950,000	\$ 284,191,000	-47.0

was 6.4% ahead of July, 1937, and August showed an 8.9% gain over August of last year. These two fine months resulted in bringing the new paid-for business for 1938 to within 7.4% of what it was at the same time last year. We realize that there was a general improvement in business conditions during the summer, but we feel that the campaign had a lot to do with our men really cashing in on these improved conditions."

Announcement has been made that the **Monarch Life** of Springfield, Mass., has, for the third consecutive year, been listed among the "Fifty Direct Mail Leaders of the United States." Its winning entry illustrates the mailing pieces produced around the theme "Monarch Builds a Building." The Monarch Life was one of four of the more than 400 life insurance companies of the country to be listed among the leaders.

**Dr. G. F. Sprunk** has been appointed an associate agent in Toledo for the National Life of Vermont, specializing in estate planning and tax analysis. S. R. Curtis is the local manager.

*A Symbol  
of  
Stability*



FOUNDED



IN 1892

## Life Insurance Stewardship

Nearly 200,000 persons from all walks of life are interested in the assets of The Great-West Life as policyholders, as beneficiaries under matured contracts, as participants in pension plans.

The Company's Stewardship involves care, protection, cultivation and husbandry, with accurate accounting, so that all claims will be unfailingly paid as they fall due; all retirement income cheques will be paid promptly; money will be ready for the education of the children at the exact date planned by each policyholder; payments to policyholders and beneficiaries will be paid day by day, and the service of the Company will never fail.

**THE GREAT-WEST LIFE ASSURANCE COMPANY**

HEAD OFFICE • WINNIPEG, CANADA

Assets - - - - - \$156,805,466

Insurance in Force - - - - - \$589,511,167



## President Duffield's Death Is Deeply Deplored

**Suffered a Stroke While in His Office Friday and Died the Next Night**

NEWARK, N. J.—President E. D. Duffield of the Prudential died at his home in South Orange, N. J., Saturday night. He suffered a paralytic stroke in his office the day before, though at first it was believed to be an attack of acute indigestion. He was taken to his South Orange home and passed a restless night. Saturday morning, however, he took a turn for the worse, suffering a second stroke.

On the day he was stricken, Mr. Duffield had just returned from a meeting of the Canadian representatives in Toronto. He had taken a 10-weeks' vacation during the summer and at Toronto he seemed to be in excellent health.

### Graduated from Princeton

Mr. Duffield was graduated from Princeton in 1892 and New York law school in 1894. He was a member of the New Jersey assembly from 1904 to 1905 and assistant attorney general from 1905 to 1906. In the latter year he became general solicitor for the Prudential. In 1913 he became fourth vice-president as well as general solicitor; vice-president and general solicitor in 1916, vice-president and associate general counsel in 1918 and was chosen president in 1922 following the retirement of President F. F. Dryden. He was a director of the U. S. Guarantee, Guaranty Trust Company of New York, American Fire of Newark, American Telephone & Telegraph Company, United New Jersey Railroad & Canal Company of Trenton. He was also a trustee of the Howard Savings Institution of Newark and had served as a member of the board of education in South Orange and president of the village board.

Funeral services were held at Princeton University chapel Tuesday afternoon. The Prudential home office closed at noon Tuesday.

Mr. Duffield is the third high Prudential executive to die within recent months. Alfred Hurrell, vice-president and general counsel, died in June and J. F. Little, vice-president and actuary, died last month.

### Appropriate Resting Place

It is most appropriate that President Duffield shall rest in the quaint and historic cemetery that one reaches in Princeton by going from Nassau street down Witherspoon street. There lie the Princeton presidents under horizontal marble tombs some now so defaced by age as to be almost undecipherable so far as the wording is concerned. These date back to Jonathan Edwards and in later years James McCosh, Francis L. Patton and John Grier Hibben were interred in the same location. One of the early Princeton presidents was Aaron Burr Sr., and nearby is interred his son, more famous as a historical figure, Aaron Burr, who was vice-president of the United States. Not far away is the grave and modest stone marking the resting place of Grover Cleveland. Here amid historic dust will rest Mr. Duffield while the Princeton elms, famous in college songs, will chant his requiem and later on will come the shouts from the stadium when the football games start, as paeons of victory sweep to the graveyard, cheers that entranced the ears of Mr. Duffield through many years.

The Life Presidents Association was represented at the obsequies by an official committee headed by Chairman F. H. Ecker, Metropolitan Life. Other members were President J. R. Hardin, Mutual Benefit Life, a fellow trustee of Princeton University; President E. J. Heppenheimer, Colonial Life; Chairman F. A. Howland, National Life of Vermont; Vice-president A. H. Meyers,

New York Life; President T. I. Parkinson Equitable Society; President L. E. Zacher, Travelers, and Manager V. V. P. Whitsitt. Dr. Duffield served as a member of the executive committee since 1922.

## Upward Trend in August Is Against Seasonal Course

Contrary to the normal seasonal trend more ordinary life, exclusive of group, was sold in August than July, the Life Insurance Sales Research Bureau reports. August sales were down 16 percent as against the same month last year, the smallest decrease shown for any month since January. The bureau cites as an indication of the upward trend the fact that the August decrease of 16 percent is considerably smaller than the decrease of 21 percent for the year to date.

### Canadian Payments \$57,300,000

TORONTO — In 1937 more than \$57,300,000 was paid to beneficiaries of life insurance policies in death claims by Canadian life companies. For 1938 death claims paid totalled \$55,800,000.

The 1938 Unique Manual-Digest is the best statistical source book buy of the year. \$5. National Underwriter.

## Group Insurance Covering Worker's Payroll Urged

**President Parkinson of Equitable Society Talks Over Radio on Job Security**

Workers' pay envelopes should be insured against the hazards of premature death, accident, illness, dismemberment and old age dependency, T. I. Parkinson, president Equitable Society, declared in a radio address. He commended the New York state employment service, saying insuring the worker's pay check is secondary to having a check to insure.

Group insurance has played a great part in protecting workers, he said. It has grown to huge proportions. In the United States and Canada alone, he said, there is, it is estimated, \$14,000,000,000 group life insurance covering nearly 9,000,000 employees of some 24,000 employers. This is more life insurance than was in force in all life companies in the United States at the inception of group insurance in 1911. Group insurance benefits amounting to \$144,000,000

were paid to American employees or their dependents in 1937.

Life insurance, health and accident insurance, and annuities are well-known instruments of protection for the individuals who thus have achieved greater security than any place else in the world. Group insurance, he said, provides a medium through which a similar type of security is made available to employees through cooperation and contributions of employers.

"In group insurance the strong support the weak," he said. "The cost of group life insurance is based on the age distribution of the employees within the group. The employer contributes the balance of the cost above the 60 cents per month per \$1,000 of insurance paid by the employee. Economies of administration and payroll deductions by the employer, made possible by the wholesale character of the transaction, result in low cost for both employer and employee."

Mr. Parkinson said group life insurance is based on one-year term insurance, but since age fluctuations in the average group are normally within narrow limits, the result is almost level premium insurance. Use of the same plan for individual insurance would produce a premium increasing annually with the individual's age to a point where the cost would be prohibitive."

## "Business Is Good"—Minnesota Mutual

**NEW PAID BUSINESS** the first six months of this year was over 20% ahead of the same period last year. Much of the increase can be attributed to the FAMILY POLICY, our "All in One" Plan which insures the entire family under ONE contract. In addition—

### WE OFFER:

1. A liberal agency contract.
2. A plan for financing your agency.
3. Accounting methods to guide you.
4. Proven plans for finding—training agents.
5. A liberal financing plan for your agents.
6. A unique supervisory system.
7. Organized Selling Plan.
8. Unusually effective selling equipment.
9. Policies for every purpose: Regular—Juvenile—Women—Group—Payroll Savings, etc.
10. Low Monthly Premiums.

**A \$217,000,000.00 Mutual Company, 58 years old with an understanding, cooperative Home Office.**

**THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY**

**Saint Paul, Minnesota**



## Features in the Career of Paul F. Clark Given

BOSTON—The election of Paul F. Clark, Boston general agent, to vice-presidency of the John Hancock Mutual Life, will bring into the home office family one of the most dynamic personalities in the life insurance business in the country, a young man who has achieved the distinction of having received many high honors in his chosen field.

When he goes to the home office on Oct. 1 Mr. Clark will assume responsibility for development of the group insurance activities and weekly premium district office administration, a position which will utilize his marvellous organizing ability, mental resourcefulness, and super-salesmanship qualities.

### Has Unique Combination

Unique combination of many qualities have won for Mr. Clark the many high honors he has received. He has represented the John Hancock for nearly 25 years. From earliest days he has had a vision of the place of life insurance in the economic setup. He early demonstrated qualities of salesmanship which were unusual and remarkable. He has been ever resourceful and up to date. He had organization talent of the ninth degree and ability to gather about him men of outstanding character and efficiency. Moreover he possessed the power of arousing the enthusiasm of those with whom he came in contact to the end of bringing out their best efforts. His tireless energy has always been a source of inspiration and example to others about him, and his force, energy and balanced judgment have been instantly recognized as fitting him

for increasing responsibilities of leadership.

Mr. Clark was born in Dayton, Ohio, in 1892. He went to Staunton Military Academy and Denison University and then entered the Wharton School of the University of Pennsylvania, where he majored in life insurance and economics. He played some football and was on the crew squad in school.

### Started with E. J. Clark

When he left the Wharton School he entered the office of his uncle, E. J. Clark, of Baltimore then state agent of the John Hancock for Maryland and the District of Columbia in 1914. His writings increased steadily until he became the largest single producer of the company. For four or five years he held the top rank, writing something like \$1,500,000 of business a year.

He was then called to Boston in 1921 to start a new general agency. Starting from scratch, he gathered able men about him and started building up an outstanding organization. He soon achieved the distinction of having the leading agency of the company in the country and this leadership he has retained for some years, last year the agency being credited with \$18,000,000 of new business.

### Strong Organization Man

While building up his \$18,000,000 agency Mr. Clark took on more than his share of activity in insurance organizations. He had a leading part in the institution of the American College of Life Underwriters, of which he is now a trustee. He served for two years as vice-president of the National Association of Life Underwriters and in

1929 was elected president. He was the organizer of the Million Dollar Round Table, which is now an accepted factor in all National association conventions. He helped to foster the Chartered Life Underwriters and was president of the national chapter in 1934-35. He has just completed a term as president of the General Agents Association of the John Hancock. He is also a director of the Wharton Association.

### Finds Recreation in Golf

Mr. Clark was married Feb. 19, 1917, to Anne, daughter of Henry F. Quarst and the couple have a delightful home in Brookline. There is a 15 year old "Junior" and 19 year old daughter Jean.

For recreation Mr. Clark enjoys golf, mostly at his favorite summer club, the Bald Peak Colony Club established by Thomas Palant some years ago on the shores of Lake Winnepesaukee in New Hampshire.

Of outstanding personal attractiveness, in face and physique, an easy speaker, full of inspiration and personal magnetism, with force and energy which arouse and stimulate all those with whom he comes in contact, Mr. Clark will bring to the John Hancock official family a tremendously valuable asset in personal power and ability and a powerful following of friends and admirers the country over. His continued success is unquestioned.

## VIEWED FROM NEW YORK

By R. B. MITCHELL

### ENGELSMAN AT HOUSTON

R. G. Engelsman, general agent Penn Mutual Life, is substituting for C. D. Connell on the national council of the National Association of Life Underwriters, representing the New York City Life Underwriters Association. One of Mr. Engelsman's duties was to renew the invitation of the New York association to hold the national convention in New York City in 1941.

### FIRST ASSOCIATION MEETING

The New York City Life Underwriters Association will hold its first meeting of the season Oct. 13 at the Hotel Pennsylvania. The speaker will be Alvin Busse, professor of public speaking at New York University. The Borden and Busse motion picture, "How to Make a Sales Presentation Stay Presented," will be shown.

### SAUL ROSENSTEIN HONORED

Saul Rosenstein, sales promotion manager Bookstaver agency, Travelers, New York City, was guest of honor at an

agency luncheon celebrating his 20th anniversary with the agency. Among the many letters and telegrams of congratulations read by manager Elias Klein, was one from Vice-president H. H. Armstrong. It was voted to dedicate the entire production of the agency for the rest of the year in honor of Mr. Rosenstein.

Mr. Klein announced that the agency's life insurance training course will open Oct. 11. It will be given Tuesdays and Thursdays from 4 to 6 p. m. for a total of 15 class days. It is open to any bona fide broker or agent, regardless of company.

At the close of the meeting motion pictures of the recent motor trip to the home office were shown.

### Life Insurance Report Out

The New York department has issued Part II of its report covering the business of 1937. This is the volume dealing with life insurance, pension funds, and retirement systems.

## AS SEEN FROM CHICAGO

### JOINS ZIMMERMAN OFFICE

Charles L. Kluss has become associated with the C. J. Zimmerman agency of the Connecticut Mutual Life at Chicago. He was formerly in the investment business, and has been associated with the Continental Illinois National Bank & Trust Company, and Shea & Co. He is resigning as vice-president of Karl G. Hauch, investment counselors. In joining the Zimmerman agency he will become a personal producer and will give the larger part of his attention to trust matters.

### STEPHENSON TO ADDRESS TRUST

Gilbert T. Stephenson will address the Chicago Life Insurance & Trust Council at a luncheon-meeting Sept. 29 at the Sherman Hotel.

Mr. Stephenson is a former president of the trust division of the American Bankers Association and a former instructor in a number of Insurance Institute chapters. He is the author of about a dozen books on legal and trust subjects. His latest book is, "What a Life Insurance Man Should Know About Trust Business."

### THUROW NAMED SUPERVISOR

William A. Thurow, special agent in the J. M. Royer general agency Penn Mutual, 120 South La Salle street, has been appointed supervisor and will carry on recruiting training and joint work. He succeeds Burton Mudge, who has returned to personal production. Mr. Thurow has been connected with the agency on a full-time basis for about three years.

### CROXSON MADE CHAIRMAN

Arthur Croxson, vice-president of Rollins-Burdick-Hunter Company, has

accepted the chairmanship of the insurance group in the 1938 campaign to raise \$3,550,000 for the community fund of Chicago.

The drive will open Oct. 17. Proceeds will be used to finance nearly 180 Protestant, Catholic, Jewish and non-denominational agencies during 1939.

In 1937, with Dr. Harry W. Dingman, vice-president of the Continental Assurance, as chairman, the insurance group contributed more than \$78,000. That was several thousand dollars more than the quota set for it.

### V. L. Tickner Is Secretary

DENVER—V. L. Tickner, who resigned as president of the United American Life here to join the Great Eastern Mutual Life as secretary, states that a recent article might leave the impression that A. M. Quaintance is vice-president of the latter. He is vice-president of the United American. The Great Eastern Mutual Life was the first association to qualify under the Colorado law regulating all kinds of mutual associations including building and loan. Mr. Tickner states that it was the first association in Colorado to base its premiums and death benefits on the American mortality table.

### O. F. Stafford President

J. F. Thompson, who founded the Gate City Life of Greensboro, N. C., 30 years ago and has been its president ever since, has retired from active service. O. F. Stafford, who has been with the company 18 years and who was vice-president, secretary and treasurer, becomes president. The offices and employees gave a dinner in honor of Mr. Thompson, President Stafford paying high tribute to him. Commissioner Boney of North Carolina was a speaker.

## "CALEMETER" DIRECT-MAIL ADVERTISING

*Simplifies Prospecting . . .  
Secures More Interviews!*



This attention-arresting direct-mail folder pictures, not Life Insurance, but PROTECTION, RETIREMENT, EDUCATION, TRAVEL, MEDICAL CARE, FREEDOM FROM DEBT—all the ambitions every man holds for himself and his family. It breaks down the cost of any and all these things to SMALL CHANGE . . . to be deposited daily in "CALEMETER" . . . the modern calendar coin bank!

"CALEMETER" is the finest "Sales-Closer" ever to be placed in an insurance man's hands! This new direct-mail approach gets the interview . . . and "CALEMETER" gets the signed application. Write for full details.

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**AN "APP" A DAY THE CALEMETER WAY**



## Metropolitan Pays Dividend on Double Indemnity

### Unusual Principle Adopted Is Explained in Letter by President Lincoln to Agents

A recent action of the Metropolitan has the effect of making the double indemnity clause participating, though there is no provision in the contract to that effect. This is an unexpected move, but it appears logical that unexpected profits from double indemnity should be returned to policyholders if unexpected losses from disability coverage are to be made up by dividend penalties. The Metropolitan is apparently the first to recognize and act on this principle.

#### President Lincoln's Letter

In a letter to the field force, President L. A. Lincoln states: "We are glad to announce that a separate schedule of dividends for policies containing double indemnity benefits has now become effective for the current dividend year, under which, with certain exceptions, the dividends on such policies are slightly larger than on similar policies not containing a double indemnity benefit. Many policies containing life-time double indemnity benefits issued prior to May 1, 1923, and some other policies, particularly at the older ages, containing later double indemnity benefits receive the same dividend as if they contained no double indemnity benefit.

"While the new schedule is effective throughout the entire dividend year beginning May 1, 1938, it was not possible to put it into effect promptly on May 1, so that some policies having anniversaries within the first two or three months of the dividend year which were entitled to receive a larger dividend have received the dividend applicable to policies not containing the double indemnity benefit. In these cases the difference has been credited to the respective policies and will be included with the next dividend payable, or paid upon termination of the policy."

The additional dividend due to the double indemnity clause does not vary with the number of years that the policy has been in force. The divisible surplus on premium-paying policies containing the double indemnity benefit is greater than that on similar policies not containing such benefit by the amounts shown below:

Issued at premium rates adopted prior to Jan. 1, 1935, per \$1,000

Age	Life (\$5,000 basis)				Policies issued:			
	Prior to May 1, 1923	On or after May 1, 1923	On or after May 1, 1923	On or after May 1, 1923	Prior to May 1, 1923	On or after May 1, 1923	On or after May 1, 1923	On or after May 1, 1923
15	\$2.00	\$2.50	\$0.25	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50
16	2.00	2.50	.25	.50	.50	.50	.50	.50
17	2.00	2.50	.25	.50	.50	.50	.50	.50
18	2.00	2.50	.25	.50	.50	.50	.50	.50
19	2.00	2.50	.25	.50	.50	.50	.50	.50
20	2.00	2.50	.25	.50	.50	.50	.50	.50
21	2.00	2.50	.25	.50	.50	.50	.50	.50
22	2.00	2.50	.25	.50	.50	.50	.50	.50
23	2.00	2.50	.25	.50	.50	.50	.50	.50
24	1.75	2.50	.25	.50	.50	.50	.50	.50
25	1.75	2.50	.25	.50	.50	.50	.50	.50
26	1.25	2.00	.25	.50	.50	.50	.50	.50
27	1.25	2.00	.25	.50	.50	.50	.50	.50
28	1.25	2.00	.25	.50	.50	.50	.50	.50
29	.75	1.50	.25	.50	.40	.40	.40	.40
30	.75	1.50	.25	.50	.40	.40	.40	.40
31	.50	1.50	.25	.50	.40	.40	.40	.40
32	.50	1.50	.25	.50	.30	.30	.30	.30
33	.50	1.50	.25	.50	.30	.30	.30	.30
34	.50	1.50	.25	.50	.30	.30	.30	.30
35	..	1.00	.25	.40	.30	.30	.30	.30
36	..	1.00	.25	.40	.20	.20	.20	.20
37	..	1.00	.15	.30	.20	.20	.20	.20
38	..	1.00	.15	.30	.20	.20	.20	.20
39	..	.50	.15	.20	.05	.10	.10	.10
40	..	.50	.15	.20	.05	.10	.10	.10
41	..	.50	.15	.20	.05	.10	.10	.10
42	..	.50	.15	.20	.05	.10	.10	.10
43	..	.15	.10	..	..	..	..	..
44	..	.15	..	..	..	..	..	..
45	..	.15	..	..	..	..	..	..
46	..	.15	..	..	..	..	..	..
47	..	.15	..	..	..	..	..	..
48	..	.15	..	..	..	..	..	..
49	..	.05	..	..	..	..	..	..
50	..	.05	..	..	..	..	..	..
51	..	.05	..	..	..	..	..	..

## Detroit Business Bureau in Anti-Twisting Campaign

DETROIT.—The Detroit Better Business Bureau's publicity campaign to reduce twisting has been resumed due to increase in number of complaints of such activities, especially of attempts to switch ordinary and endowment insurance into term channels. The campaign is carried on through newspaper advertising, the first in the new series carrying the caption, "Deceptive Propaganda." Reference is made to the warning issue by Commissioner Gauss in a letter to the bureau against "vicious propaganda" advising liquidation of life insurance equities and substitution of term insurance.

"The disseminators of this type of propaganda are never interested in the building up of a sound insurance program for this individual, but are interested in the commissions and fees which they are able to make in connection with the securing of a transfer from one type of insurance to another," the commissioner wrote.

#### Twisters Arguments Fallacious

"During recent years there have been a number of pamphlets written and a great deal of advice given to the effect that term insurance protection is much better and cheaper than ordinary legal reserve life insurance. There is a fallacy in every argument used, and an error in every calculation set forth attempting to prove the correctness of this contention. Oftentimes the fallacy and the error are obscured, and the insuring public is occasionally led to doubt the fundamental soundness of legal reserve life insurance."

Commissioner Gauss offered full cooperation in the effort to counteract such propaganda and to establish the fact that legal reserve life insurance is sound.

The bureau requests the public to report attempts to twist life insurance promptly either to the bureau or to insurance department. The Associated Life General Agents & Managers of Detroit at its first fall board meeting passed a resolution commending the bureau for resumption of its campaign.

## U. S. Life Companies' Record in Canada Is Reported

OTTAWA, CAN.—Interesting figures on progress of the United States life companies in Canada are shown in records dating from 1875. Total amount in force in Canada of United States life companies at that time was \$43,596,361. The year 1897 saw the hundred million mark passed, in 1917 the half billion level was reached, and at the end of 1922 the billion dollar mark was exceeded.

At the end of 1937 there were 4,119,300 life policies, ordinary and industrial, of United States companies in force in Canada for a total of \$2,099,130,736, increase of \$82,883,720 over 1936.

In 1937 United States companies issued 511,144 policies for a total of \$234,981,306, increase \$25,249,613.

Assets of these companies in Canada at the end of 1937 amounted to \$497,117,034, invested in Canadian mortgages, bonds and debentures.

Payments to policyholders in Canada in 1937 by United States companies totaled \$53,802,628. Of this amount \$14,966,063 was paid in death claims, \$4,665,350 in matured endowments and \$10,181,708 in dividends to policyholders. Premium income of these companies in Canada in 1937 amounted to \$68,857,439, increase of \$1,549,800 over 1936.

#### Continental American Offices

BOSTON.—New offices occupied by the Continental American Life on the 11th floor of 10 Post Office Square here are among the most attractive in the city. G. A. Doherty is manager in Boston. Associated with him is J. M. Fitzmaurice.

# COUNTRY LIFE INSURANCE CO.

Better than a million gain  
per month.

\$120,000,000 in force in  
115 months.

Home Office: 608 South Dearborn St.  
Chicago, Illinois

## PROVIDENT

registers gains for  
first half of 1938

\$118,000 gain in total premium income,  
or 3.2% above corresponding period of  
company's Golden Jubilee Year of  
1937 . . . .

Life Department gained 10% in pre-  
mium income; increased Ordinary in  
force by over \$3,000,000.00 . . . .

Accident Department gained 8.5% in  
premium income . . . .

Congratulations to a Field Force cap-  
able of such accomplishments.

## PROVIDENT Life and Accident Insurance Company

Chattanooga—Since 1887—Tennessee

## EDITORIAL COMMENT

### This Is Life Insurance Agents' Week

WHILE we have dispensed with "Life Insurance Week" at least in its terminology and have substituted a more refined designation, "Annual Message of Life Insurance to the Public," we, in the family of life insurance, can well regard the present week as "Life Insurance Agents' Week." We favor the excellent old time term "agent" as applied to the man in the field. He is the agent in a great cause. An agent has a special mission and carries authority.

This week the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS is meeting at Houston. It is largely a field man's organization. It is composed for the most part of those who are actually selling life insurance, who are real agents. They con-

stitute a mighty army of benevolence and good will. At the present they are having rather a difficult time to produce business because of sales resistance. Economic and business conditions frustrate to some extent their efforts. In spite of obstacles, however, this wonderful army of agents undaunted, ambitious, crusading, is marching with its face to the sun, helping to conquer depression, poverty and want. These are the agents that carry the oil to the homes so that they can be lighted and not be in the dark if the provider dies. Therefore, let us all invoke blessings on the men who carry the rate book and who are doing the real work in spreading the gospel of family protection among the people.

### President Duffield a Democratic Official

THE death of President E. D. DUFFIELD of the PRUDENTIAL removes a striking character in life insurance administrative circles. He was one of the most democratic of the large company presidents. He had an exceedingly strong hold on his entire organization. The most humble man in the PRUDENTIAL ranks felt safe with President DUFFIELD at the helm. He had the affection of PRUDENTIAL people everywhere.

President DUFFIELD was genuine, sincere and honest in his convictions. When he spoke he evoked enthusiasm and confidence because those who came in contact with him recognized his true blue nature. There was nothing of any affectation, the unnatural or artificial about him. When he undertook a course he entered into it because he believed in it thoroughly. Aside from the PRUDENTIAL he was the first citizen of PRINCETON UNIVERSITY. His father was head of the mathematical department there in his day and was dean. His brother, HENRY G. DUFFIELD, served as treasurer for many, many years. President DUFFIELD himself graduated in the class of 1892, was elected a life trustee, served as temporary president following the resignation of President J. G. HIBBEN and was chairman of the board at his death. His

heart was bound up in that institution.

While an undergraduate at college, raw boned, stooped, large in frame, he was particularly effective on the platform, in the old CLOSOPHIC SOCIETY and elsewhere when he made his public appearance.

Mr. DUFFIELD was a trained lawyer, was logical in his conclusions and reasoning. Those who associated with him had supreme confidence in his judgment. He was never flighty, never fantastic. He may have been somewhat old fashioned in his scheme of things because he relied very much on the fundamentals. He served in public life and in his contacts he gained the friendly attitude that people need to have who are successful in such office. It might be said that President DUFFIELD was an excellent politician in its finest sense. Rugged, able in mind, penetrating in thought, safe in his counsels, he made an ideal president for the PRUDENTIAL.

That great company has lost three eminent men in recent months, ALFRED HURRELL, vice-president and general counsel, possessing something of the same temperament, ideals and attributes as President DUFFIELD, and Vice-president and Actuary JAMES F. LITTLE, an eminent technician whose work was conspicuous and far-reaching.

### Point Out Weaknesses of Agents

THERE were two company executives who made addresses last week that were particularly helpful and impressive. LAURENCE A. FALLS, vice-president of the AMERICAN of New Jersey, one of the younger officials who is a thinker and well versed in insurance history and procedure, talked to the annual meeting of the PENNSYLVANIA ASSOCIATION OF INSURANCE AGENTS. Another equally potent executive, a man who is resourceful, JAMES A. FUL-

TON, president of the HOME LIFE of New York, also made a talk in Pennsylvania, addressing the PITTSBURGH LIFE UNDERWRITERS ASSOCIATION. Both executives became kindly but forceful critics of the men in the field. We learn much more from criticism than praise. There is nothing so constructive as criticism from one who is a master in his calling and who has a very broad vision.

In both instances the speakers pointed

out to the agents some of their own faults which may be their undoing. There is a tendency on part of agents, especially in their organizations, to decry companies for this procedure or that. Very often the protest is well founded and justified. Frequently agents become impatient of delays, overlooking the fact that reforms usually come rather slowly, especially those that are lasting. We must not set aside lightly the highly competitive features that we have in insurance.

All forms of insurance are interested in our agency system. The agents must justify the compensation they receive. They must render service commensurate with it. If the public becomes convinced that the portion of the insurance dollar going to acquisition cost is too great then there will be a tendency toward direct writing companies or those having direct mail facilities.

Mr. FULTON enumerated some of the factors that he believes create sales resistance through the efforts of the men on the firing line and then presented his ideas as to what might be done to improve the situation. He dealt with some very practical subjects. Among the most impressive were his references to the inadequate preparation of the agent when he goes to see his prospect. The prospect immediately realizes that the agent does not

know what he is talking about so far as his particular needs are concerned. When the prospect feels that the agent's approach is made on the basis of his own consideration rather than the needs of the prospect he immediately rebels. In other words, some agents go to a prospect and make an argument that it is highly desirable to get an application at this particular time to honor a president or to make good in a contest, win a prize, etc. Then again Mr. FULTON feels that too many subterfuges are indulged in to put across a sale.

Speaking from the company standpoint, President FULTON called attention to the fact that too many base their progress on volume. When a company stresses volume it applies the whip and agents resort to methods for getting business that they would not under normal circumstances.

In connection with public relations work which is being brought forward with such enthusiasm these days, President FULTON said that before any move is made to deal with the public the industry itself must eliminate from its activities every factor which can adversely affect the public. While it is important to tell the story to the people as to the value of life insurance, President FULTON said, it is futile so long as there are things in the business itself which break down the story as fast as it is built up.

## PERSONAL SIDE OF BUSINESS

Mr. and Mrs. William L. Jessup of Greensboro, N. C., announce the arrival of a son, William Walker Jessup. Mr. Jessup is advertising and publicity manager of the Pilot Life and well known in insurance advertising circles.

Horace F. Sharp, vice-president of Atlantic Agency, Inc., general agent at Richmond for the Atlantic Life, is a grandfather. A son, Boyd Franklin Collier, was born to his daughter, Mrs. Charles E. Collier, Richmond.

W. E. Talbot, agency director Southland Life, was honor guest at a farewell party in the penthouse of President A. Morgan Duke upon terminating his connection to become manager of the Brownsville, Tex., chamber of commerce. He was presented a three-piece traveling set. Colonel Talbot's income from life annuities is sufficient to keep him and his family for the remainder of his life.

George L. Schomberg and family are vacationing in northern Wisconsin. Mr. Schomberg is assistant manager of the Prudential in Chicago.

Miss Elizabeth M. Mitchell, who has been with the Equitable Society in Chicago for over 40 years, died recently from a hip injury sustained more than two years ago. For about 10 years Miss Mitchell worked in a managerial capacity, but for the past 30 years has been a personal producer for the company. She was over 70 years of age. Miss Mitchell had been in poor health for some time and was able to be down at

her office only a few times in the past two years. She was buried at Pontiac, Ill., her birthplace.

Coincident with announcement of appointment of J. F. Gibson as assistant commissioner of Oklahoma, comes that of his prospective marriage to Miss Marion Gladys Hauck, prominent socialite, at Oklahoma City. The wedding will be Oct. 5 at the First Presbyterian church.

Samuel A. May of Johannesburg, Union of South Africa, director of Dominion Insurance Company of South Africa, was in Chicago last week. He is on a research trip which includes Canada, France, Belgium, Switzerland, Italy and England. He will sail for London next week and expects to return to Johannesburg early in November. The Dominion writes life, automobile, fire and virtually all other lines of insurance except marine.

William M. Dukes, 70, Centerville, Ia., prominent in the banking, insurance and real estate business, died recently. He suffered a stroke about four months ago.

E. J. McCormick, who served as president of the Memphis Association of Life Underwriters while an officer of the Columbian Mutual Life, has been appointed by President Roosevelt an assistant to Elmer H. Andrews, wage-hour administrator. Mr. McCormick is a brother of J. M. McCormick, former Tennessee insurance commissioner, and has been connected with the govern-

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ment at Washington for some time. He will direct the committee in charge of regional and field offices.

The life insurance division, New York and Brooklyn federations of Jewish charities, are arranging for a testimonial dinner to be given **L. E. Simon**, New York general agent of the Massachusetts Mutual Life, Nov. 22. Mr. Simon was last year's chairman of the federations' life insurance division. The dinner will be a tribute to his achievements in the insurance field as well as his efforts on behalf of the two federations.

**Joseph C. Behan**, vice-president of the Massachusetts Mutual Life, will be a visitor at the Los Angeles agency of John W. Yates early in October. Mr. Yates is attending the National association meeting in Houston.

**H. F. Risbrough**, assistant commissioner of California and his family are spending a 15 day vacation in Yosemite and Sequoia National Parks. Deputy Commissioner Sam M. Green is in charge of the Los Angeles office of the department during Mr. Risbrough's absence.

**F. L. Barnes**, agency vice-president of Ohio State Life, has departed on a trip throughout the southwest. He will visit agencies in Missouri and Texas. He is attending the National association convention in Houston.

**Major F. W. Hendley**, 78, medical director Cincinnati Mutual Life, died from a lung ailment in Christ Hospital, Cincinnati, where he had been a patient since Aug. 20. He was a former member of the Ohio General Assembly and was an officer in the Spanish-American and World wars. Dr. Hendley was a native of Cincinnati and a prominent Mason.

**Hubbard Greene** of the Stamm general agency Northwestern Mutual Milwaukee has been named general chairman of the speakers' bureau of the Milwaukee, Wis., County Community Fund campaign. A number of Milwaukee life men are active in this work.

**L. B. Blakemore**, deputy commissioner of Ohio, who was injured in an automobile accident in New Mexico several weeks ago, still is confined to a hospital in Tucumcari, but it is hoped he can be removed to his home in Cincinnati soon. He has a fracture of the skull and broken arm. Mrs. Blakemore also was injured about the back, and is in a cast in the Tucumcari hospital.

**F. C. Sanborn**, the "old guard" and retired general agent Massachusetts Mutual Life, was tendered a luncheon in Boston his 85th birthday. Vice-president J. C. Behan from the home office paid tribute to Mr. Sanborn's record of service, as did General Agents Richard Blackmur and J. S. Braunig. A large number of older general agents and underwriters of Boston were present.

**Wilbur W. Hubbard**, one of the original directors of the Continental American Life, died from a heart attack at his home in Chestertown, Md. He was a member of the executive committee for many years.

After attending the annual convention of the National Association of Life Underwriters at Houston, **Neil D. Sills**, manager at Richmond, Va., for the Sun Life of Canada and a past president of the National Association, plans to take a trip to Mexico with Mrs. Sills who accompanied him to Houston.

More than 175 associates and friends of **W. J. Slack**, district manager Metropolitan Life, Kansas City, Mo., attended a dinner celebrating his 20th anniversary with the company. From New York were G. J. Spahn, superintendent of agencies; J. H. Van Horn, J. F. Senior, W. M. Wildedoor, A. C. Owen, J. F. Daniels, R. C. Brown, James E.

## Claims Being Made by Iowa

**Issue Arises Over the Temporary Receivership of the American Life of Detroit in Michigan Department**

An interesting feature is seen in the temporary receivership of the American Life of Detroit which is in the hands of the Michigan department. It took over the American Life of Des Moines when the Detroit company was the Northern Life of Detroit. The American Life of Des Moines was subject to the Iowa reserve deposit law and the Iowa department at that time sequestered these deposited reserves. Commissioner Pew of Iowa has sought the appointment of a receiver for about \$3,500,000 of the company's funds on deposit in the state. The company seeks to force this into an ancillary receivership. It contends that liquidation of these funds separately will be disastrous to policyholders in other states. It is understood that the assets which Commissioner Pew insists be liquidated under an Iowa receivership are the sequestered deposited reserves. He is willing that other assets of the American Life of Detroit arising from new business done in Iowa since 1929 be administered as part of the general assets. The American Life gave notice of appeal from the court's order appointing Commissioner Gauss of Michigan temporary receiver but no move has been made since then. Texas also is seeking an ancillary receivership.

## Receivership Fees Reported

Receivership fees for the National Life, U. S. A., which failed October, 1933, have amounted to \$400,000, according to P. J. Lucy, receiver, who asked the court to allow him \$25,000 in addition to the \$150,000 he had already been paid. His request was opposed by the Washington National, which is administering the insurance of the failed company and by the Illinois department.

## Equitable of Iowa Contest

The Equitable Life of Iowa is carrying on a football contest during September in a group of states, the "Fireballs" being pitted against the "Hurricanes." Qualified agents will attend the victory dinner celebration to be held at Des Moines, Oct. 28, and witness the Big Ten football game at Iowa City, Oct. 29, between Iowa and Purdue.

## Attorneys' Fees Denied

**JEFFERSON CITY, MO.**—The Missouri supreme court denied request of Theodore Rassieur and Frank Pace, attorneys for the old Continental Life of St. Louis, that their claims for fees for defending the company against receivership and dissolution suit brought by Former Superintendent O'Malley in 1935 be listed as preferred claims. Rassieur was granted a \$30,000 fee by the circuit court and Pace a \$5,000 fee.

## Elect Nebraska Officials

Clarence H. Bickel, for ten years in charge of the thrift department Lincoln Liberty Life, has been elected vice-president of the Lincoln Investment & Safe Company, of which President Byron Stephenson, Security Mutual Life, is head. His son, Myron O. Bickel, who graduated in 1937 from the University of Nebraska law school, was named secretary. Lyle A. Briggs, for the last five

Covert, Gale F. Johnston, Frank N. Adams, Forrest R. Fletcher, and O. F. Teichgraber. The dinner followed a two-day meeting of 200 Metropolitan agents at Excelsior Springs, Mo. Agents attended from Missouri, Kansas, Iowa and Nebraska.

years state manager of Idaho for a life company, was named assistant secretary, at the annual meeting of stockholders.

## Bequeaths Life of Va. Holdings

Mrs. Bettie Davis Wood, widow of a Richmond dentist, who died recently leaving a \$2,500,000 estate, bequeathed an estimated \$1,000,000 in stock in the Life of Virginia to the Medical College of Virginia. The will directed principal, income, or both be used in the training of nurses and medical research.

The Canada Life declared its regular dividend of 5 percent payable Oct. 1 to shareholders of record Sept. 30.

The North American Life & Casualty of Minneapolis, has been licensed in Nebraska to write life coverage.

## Pacific Mutual Delegation Plans for Fall Campaign

The Pacific Mutual Life has about 75 representatives present at the Houston, Tex., annual convention of the National Association of Life Underwriters, one of the largest company groups there. President A. N. Kemp heads the delegation, which includes D. C. MacEwen, vice-president and superintendent of agencies. Home office officials will meet with members of the General Agents Association from all parts of the country. Plans for a fall production drive will be formulated there, which will include an inter-agency contest in October.

A special program was arranged by the General Agents Association, in which home office officials will participate. T. H. Wall, Louisville, is president of the association; G. C. Lyman, New Orleans,

executive chairman, and L. C. Swinney, Dallas, and Jul B. Baumann, Houston, in charge of arrangements. Speakers scheduled to appear on the program include C. C. Day, Oklahoma City; J. M. Gantz, Cincinnati, and G. C. Lyman, in addition to President Kemp and other home office officials.

## Business Solidly Founded

**OTTAWA, CAN.**—The life insurance business in Canada is one of the most solidly founded enterprises in the country, Harry D. Wright, second vice-president Metropolitan and general manager for Canada, told the Canadian Life Underwriters' Association at a meeting in Ottawa. The business survived the world depression as no other business did, and not a single Canadian life company failed in that period. Insurance in force was ahead of 1929 when a new high record was set. He asserted that the calling of a life agent was a healthy, worthwhile profession, and every sale of a life policy contributed to the sum total of well-being and happiness of citizens of Canada.

## Jurgensen Denied New Trial

**LINCOLN, NEB.**—The last door of hope for W. H. Jurgensen, former life company president, to retain the office of lieutenant governor, was closed by the supreme court when it overruled his motion for a new trial and rehearing in a case brought by the attorney general to oust him. Jurgensen unsuccessfully urged upon the court that not until it had passed upon his appeal from a conviction on a charge of embezzlement did the constitutional provision vacating executive offices upon a felony conviction apply. The court set Oct. 3 for hearing his appeal from conviction in district court.

**A. O. Moyer**, branch secretary at Kitchener, Ont., of the Mutual Life of Canada since 1933, has been appointed branch secretary in charge of the company's new Noranda, Quebec, office.

## A Great Reliance

Some one has pointed out that our life on this earth, in comparison with time, is very brief. We come to realize that there is much to do and little time in which to do it. Many men die with plans uncompleted, and many others are prevented by physical impairment from working out their plans. Life insurance, therefore, has become a great reliance, for it underwrites a man's future — his greatest gamble. He can have the highest ambitions, the best intentions, and lay what he considers fool-proof plans, but death or disability can destroy them with one stroke. Unless he is unusually wealthy he *must* rely upon life insurance.

*Massachusetts Mutual*  
**LIFE INSURANCE COMPANY**  
Springfield, Massachusetts  
**Bertrand J. Perry, President**

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Complete financial data, policy facts, rates and values in the 1938 *Unique Manual-Digest*. \$5. National Underwriter.

## PACIFIC COAST AND MOUNTAIN

### Gastil Host to Haviland, Henderson, Before Rally

Walter G. Gastil, manager Los Angeles general agency Connecticut General, will be host to Vice-president F. H. Haviland and Actuary Earl Henderson for a week, beginning Sept. 23, and then, with 17 members of his agency force will accompany the visitors to Del Monte, where the company's regional conference of agents will be held Oct. 3-5. At Del Monte the Southern California group will be joined by eight men who have qualified to attend the conference from the branch office of Marvin Greathouse and the general agency of Cravens, Dargen & Fox, San Francisco.

Following the conference the Gastil agency will open the sessions of its training school for agents, under supervision of Eldon L. Smith, the initial subject being the law of wills.

During the first 15 days of September the Gastil agency wrote more business than during the whole of the same month last year, and the August business of the agency was 60 percent in excess of that in August, 1937.

### Los Angeles Cashiers Meet

The Life Cashiers Association of Los Angeles, recently organized, held its first regular meeting, which was devoted to discussion of methods of handling telephone and telegraph business and postage, with a view of arriving at some equitable basis in division of the costs of these three items between the agency, company and individual agent. The discussion centered around adoption of a standard plan. Following the meeting, members were escorted through the H. S. Standish office, Sun Life of Canada, and methods of operation of the agency were explained.

### Football Tickets as Prizes

LOS ANGELES.—General Agent James H. Cowles of the Provident Mutual Life, who has just returned from Chicago, where he presided as president over sessions of the General Agents Association of his company, gave a stag dinner at his home, to 35 men in his agency. He announced inauguration of an agency contest, the prize to each agent who passes the qualifying point, being a ticket to the Alabama-U. S. C. football game later in the year, as guest of Mr. Cowles.

### Name Fishback Seattle Head

SEATTLE, WASH.—H. O. Fishback, Jr., Northern Life, was elected president Accident & Health Managers Club at its annual meeting. Ormand Keller, Firemen's of Newark group, was named vice-president, and H. A. Wares, Washington National, secretary-treasurer. Paul Green, Aetna Life, reviewed accomplishments. A special meeting will be held Sept. 26 to hear J. C. Higden, vice-president Business Men's Assurance.

### Clark Is Berkeley Manager

S. C. Clark of Berkeley, Cal., has been appointed general agent of the Western Life of Helena. He was born in Texas and moved to California with his parents and for 20 years has resided at Berkeley. He is a graduate of the University of California where he majored in insurance. For the last five years he has been doing personal production.

### Minty Agency Director

R. G. Minty, who recently resigned as agency director at San Francisco for the New England Mutual, has been appointed to the same position with the Provident Mutual at San Francisco, D. A. Hampton, general agent, an-

nounced. In his new capacity Mr. Minty is to be in charge of new organization work for the agency. Before joining the New England Mutual in 1935 he was for several years manager of the northern California agency of Jefferson Standard Life. Previously he was leading producer with the San Francisco agency of the John Hancock.

### Agency Cashiers on Tour

Members of the San Francisco Life Agency Cashiers' Association were taken on a tour of the city and county morgue, bureau of communications division and other sections of the San Francisco police department. A. F. White, Phoenix Mutual Life, is president.

### Equitable Society Roundup

SALT LAKE CITY.—The Tri-State Agency of the Equitable Life of New York, commenced the annual "Round-Up and Rodeo" on Sept. 12, which will run to Oct. 15, when awards will be made the leaders. The entire agency force in Utah, Idaho, Montana, Oregon, Nevada and Wyoming, has been divided into two groups, "The Wranglers" and "The Rustlers." Manager James H. Harrop of the agency is in charge. The total "round-up" for 1937 five-week campaign was close to \$2,000,000 of completed business. Every district, nine in all, is pledged to surpass the "round-up" of a year ago.

### Assessment Companies Change

Two more California assessment life companies are planning to change over from their original status.

The Golden State Mutual Life of Los Angeles plans to change to a legal reserve company. The Mount Moriah

Mutual Life plans to transform to a mutual stipulated premium company with right of assessment.

The Southwestern Life has applied for permission to redeem contribution certificates heretofore issued to the Pioneer Life, by delivery and assignment to the latter company of certain trust deeds. The Southwestern assumed outstanding policy liability of the Pioneer in July.

### Hope for Earle's Continuance

PORTLAND, ORE.—Some of the insurance men who have recognized the work of Commissioner H. H. Earle in office have regretted that, being a Democrat and opposing the Democratic nominee, he might be shunted out of office without much ceremony following the next election.

Mr. Earle was a Democrat and was appointed under a Democratic administration. However, his very aggressive opposition to the Democratic nominee has been carried over and he is now openly supporting the Republican nominee. If Oregon goes Republican, therefore, there is a good chance that Mr. Earle may be reappointed. If so, it would bring rejoicing to those in the insurance ranks who have recognized his ability and honesty.

### Gets 30 Days Suspension

SAN FRANCISCO.—The license of James M. Graham, agent of the New York Life at Mountain View, Cal., has been suspended for 30 days by Commissioner Goodcell. Action was taken by the commissioner following testimony that Mr. Graham executed an agreement with Jessie J. Fretz under the terms of which Mr. Graham agreed to pay the cost of term insurance covering a policy loan, said policy loan being effected for the purpose of paying the first annual premium on a policy to be issued by the New York Life; also that under the agreement Mr. Graham agreed to pay the interest on the loan.

## Pure Protection LOW COST Life Insurance

(WHOLE LIFE POLICY)

No Cash Values

*Life Insurance in itself is inexpensive*

We are proud of our THIRTY YEAR record of dependable service to our policyholders. During this time the country passed through the GREATEST WAR in history—the GREATEST EPIDEMIC and the GREATEST DEPRESSION. It has never been necessary to borrow money from the government or any other source to meet our obligations.

*Attractive proposition to agents and brokers*

**INTERSTATE RESERVE LIFE INSURANCE COMPANY**

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"THE SUN NEVER SETS ON AN UNPAID CLAIM"



## LIFE AGENCY CHANGES

### Dudley Returns to Charlotte

**Chicago Manager of Travelers Life, Group and Accident Goes Back to Early Field**

E. B. Dudley, for 11 years manager of the life, accident and group departments of the Travelers' Chicago office, is soon to return to Charlotte, N. C.,



E. B. DUDLEY

to assume the management of the branch office there. The move is made at Mr. Dudley's request to satisfy his desire to be relieved of the heavy responsibilities of the Chicago office in order that he may return south. With his removal to Charlotte, he is given the post he held prior to his coming to Chicago in 1927.

Mr. Dudley entered the employ of the Travelers in 1922, leaving the position of secretary-treasurer of the Detroit, Toledo & Ironton railroad, now the property of Henry Ford. Beginning with the Travelers as a field assistant, he was made manager of the Charlotte branch office in 1924. Three years later he was promoted to succeed the late Howard W. Kolb in the management of the Travelers extensive life, accident and group operations in Cook county.

Mr. Dudley's record in Chicago has been one of great energy and ability. He

has held several positions of prominence in the Chicago Association of Life Underwriters, particularly the life managers division of the organization.

Pending the appointment of a successor to Mr. Dudley, H. W. Anderson, assistant superintendent of agencies in the Travelers home office staff, will be in charge. J. L. Cooper, present manager of the Travelers' Charlotte office, will remain in that territory as assistant manager.

### Business Men's Appointments

The Business Men's Assurance announces the appointment of N. B. Moates of Hopkinsville, Ky., as manager for Tennessee. He has had seven years of successful production. During this time he has ranked among the leading salesmen of the B. M. A., and especially during the past four years has he made outstanding progress, having qualified as director of the Grant Club. The appointment was necessitated by the resignation of G. M. Greeley to devote his full time to personal production.

The promotion of W. E. Maupin of Cedar Rapids, Iowa, is also announced. Mr. Maupin, serving as district supervisor in that territory for the past several years has been promoted to the position of manager of eastern Iowa. Associated with the B. M. A. since 1928, he has made splendid progress.

### Waldo Is Advanced

J. V. Davis, general agent Equitable Society, New York City, has appointed R. H. Waldo assistant manager. Mr. Waldo has been in the life insurance business 18 years, the last three having been with the Equitable. He was one of the founders of the New York City Life Supervisors Association. His duties will include recruiting, training and supervising new personnel. He is a graduate of Middlebury College.

### McLain Appointed Supervisor

P. O. McLain has been appointed supervisor of the Columbia, S. C., branch of Shenandoah Life. Mr. McLain has been in the business in Columbia for a number of years.

### Cummings Production Manager

NEWARK—R. L. Cummings, who has been with the Beers & Dawson agency New England Mutual Life, New York City, since October 1935, has been appointed production manager of the T.

E. Hartmann agency in this city, for the same company. Mr. Cummings is a graduate of North Carolina State University. He has had supervisory training. In his new position he will have full charge of recruiting and training new men.

### Mancourt Brokerage Manager

DETROIT—G. A. Spencer, state agent Security Mutual Life of Binghamton, has opened a brokerage department in his agency, appointing A. L. Mancourt manager. Mr. Mancourt was associated with the Nathaniel Reese agency Provident Mutual Life for ten years.

### Bankers of Lincoln Appointments

Albert White, who has been an agent in the S. B. Dysart agency of the Bankers Life of Nebraska at Columbia, Mo., becomes general agent at Marshall, Mo. R. T. Walker, agent in the E. F. Goodrich agency at Topeka, has been appointed general agent at Norfolk, Neb.

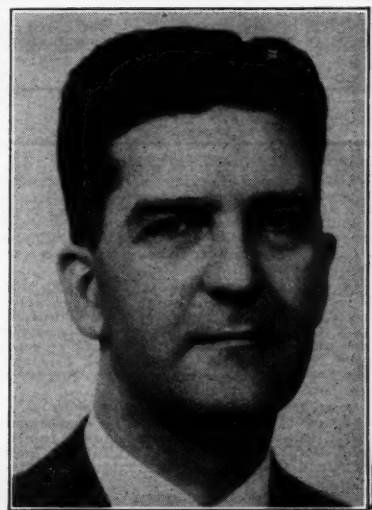
### Bond Winnipeg Manager

The Great-West Life has appointed P. V. Bond, manager of its Winnipeg branch. Mr. Bond, after previous experience in life insurance, joined the company in 1927 as agency supervisor at Winnipeg.

### Three New General Agents

DES MOINES, IA.—The Occidental Life has appointed three new general agents in the middle west. They are G. J. DeKok of Des Moines; T. G. Cor-

### Returns to Field



JOHN H. JAMISON

John H. Jamison, who has resigned from the Life Insurance Sales Research Bureau, has decided to return to field work and has joined the sales force of the Northwestern Mutual Life. For the last three years he has been with the bureau at Hartford. In this connection he acted as consultant for a number of life companies, and was director of the bureau's "Two Weeks School in Agency Management," conducted each year in various sections.

Following his graduation from Yale in 1925, Mr. Jamison was engaged for seven years in the advertising business. He resigned as vice-president and general manager of the Graphic Arts Co., Hartford, to enter life insurance in 1932 as a personal producer. Following a successful experience as an agent, he made an excellent record in induction and organization work in Pittsburgh, Boston and New York City. He also traveled for a year out of the home office of a company, visiting agencies all over the country. In 1935 he joined the Research Bureau.

ley, Little Rock, and L. E. Pennewell, Minneapolis. Mr. DeKok, since 1935, has been Des Moines general agent Guarantee Mutual Life.

### Opens Brokerage Office

DETROIT—A. N. Rosati has left the Michigan Life to open a life brokerage office in the National Bank Building. He has been manager of the Detroit City agency of the Michigan Life for the past two years and for three years before that was assistant manager of the Prudential ordinary agency here. From 1928 to 1933, Rosati was the leading personal producer of the Michigan Life.

### Flint Goes to Macomb

DAVENPORT, IA.—Arthur E. Flint, Davenport, has been appointed district manager of the Mutual Life of New York, for the Macomb, Ill., territory.

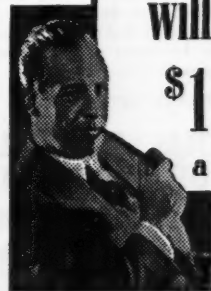
### Carroll Is General Agent

Samuel M. Carroll has been appointed general agent at Uniontown, Pa., for the Ohio State Life.

### Thompson Branch Manager

A. L. Thompson, formerly supervisor of new production for the Penn Mutual Life in Spokane, Wash., has been ap-

**My Family  
will get  
\$100  
a month**



• "Yes, my income—or at least part of it—will continue month after month for five full years beyond my lifetime! In addition, my family will receive a substantial sum in cash—to cover emergency expenses and urgent debts."

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• **ACTIVE AND FRIENDLY COOPERATION.**

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*If you don't need a boss  
and are a consistent producer,  
we invite your inquiry about  
a direct general agency contract.  
All you earn is yours.*

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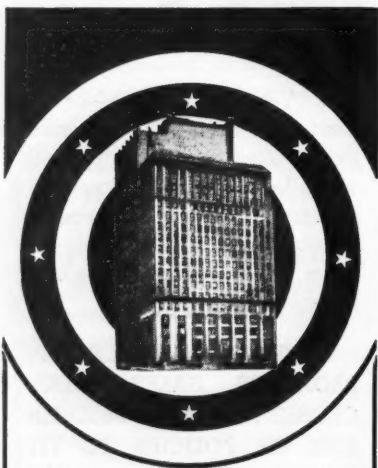


### General Mutual offers the **SOCIAL SECURITY POLICY**

Here's a life insurance contract with a powerful appeal to every man who works for a living. Hundreds of insurance men have already recognized the tremendous value back of General Mutual's Social Security Policy. It's an easy-to-sell contract that offers you an unusual opportunity for much additional income. We invite you to

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## Goes to Louisville



W. SCOTT SMITH

W. Scott Smith, former president of the Massachusetts Mutual Life Agency Association, leading producer in St. Louis, has been appointed general agent at Louisville, succeeding Henry K. Hill who returns to personal production. He started his life insurance career with the St. Louis agency in 1923, but in 1934 became general agent of the Pacific Mutual Life. However, he returned to the Massachusetts Mutual in May, 1937, in St. Louis.

pointed branch manager for the Oregon Mutual Life with headquarters in Spokane.

## CHANGES IN CANADA

**R. Z. Connor**, who started with the Mutual Life of Canada in June, 1922, and recently has been branch secretary in the Montreal Robinson agency, has been appointed assistant manager at Vancouver to succeed H. C. Webber, who is to manage the new Interior British Columbia branch.

**N. E. McLeod**, who started with the Mutual Life of Canada as representative at Edmonton, later moved to Winnipeg and was appointed agency assistant for the prairie provinces in 1937, is to succeed E. S. Bringle, transferred to Halifax for reasons of health, as manager of the Newfoundland branch.

**J. H. Brabant** has been appointed manager of the Metropolitan at Shawinigan Falls, Quebec, succeeding Manager Boulet who died recently. Mr. Brabant has been in the division of field training for five years. More recently he was field training supervisor in the province of Quebec. He has been with the company since 1919.

**H. C. Webber**, assistant manager of Vancouver, B. C., branch of the Mutual Life of Canada, has been appointed manager of a new branch of that company with headquarters in Vancouver which will be known as "The Interior B. C. branch." Succeeding Webber as assistant manager of the Vancouver branch is R. Z. Connor, heretofore secretary of one of the company's Montreal branches.

Complete financial data, policy facts, rates and values in the 1938 **Unique Manual-Digest**. \$5. National Underwriter.

## LIFE SALES MEETINGS

### Macaulay Club Held Meeting

Top Field Men's Organization of the Sun Life of Montreal Had Annual Conference at Del Monte

There were 550 people present at the Sun Life of Montreal convention at Del Monte, Cal., this being the annual meeting of the Macaulay Club. Three special trains arrived in Oakland, the delegates being taken on a sight seeing trip around San Francisco Bay. Practically all managers from the United States, Canada and Honolulu were in attendance. The home office men at hand were President A. B. Wood; Assistant Superintendent of Agencies Seth C. H. Taylor; Dr. A. W. Young; Superintendent of Agencies J. S. Miller; Directors of Agencies W. S. Penny; C. E. Reid, sales promotion department; R. G. McKercher, group department; J. R. May, sales promotion department; E. A. Macnutt, vice-president and treasurer; J. B. Mabon, chief underwriter; J. A. McAllister, superintendent Canadian department; C. H. Heyl, superintendent central U. S. department; J. S. Ireland, superintendent eastern U. S. department; Ray H. Finger, superintendent of agents, western U. S.; George H. Harris, director of public relations; V. B. Harris, assistant superintendent of agents, Canadian department; Dr. J. K. Gordon, medical department; E. L. Earl, superintendent of claims; A. A. Coughtry, superintendent group department; G. T. Bryson, assistant superintendent eastern U. S.; J. E. Chandler, director of publicity; G. W. Bourke, chief actuary, and Jules Bauseit, assistant Canadian agency department.

### Chief Speakers

President Wood gave the opening address. E. V. Creed of the Oregon agency, who made an outstanding record in writing 110 applications during the year, explained his sales methods. E. L. Earl, superintendent of claims, told of the work of his department and J. A. McAllister, superintendent of agents for Canada, spoke on "Canadian Operations." There were three addresses Wednesday, one by W. B. Alsip, Louisville manager; G. H. Harris of the head office and C. H. Heyl, superintendent of the central U. S. department, his paper being read as he was not able to attend the meeting.

A. L. Geyelin of Philadelphia is president of the Macaulay Club, and Max Moch of Canton, vice-president at large.

### Detroit Agency's Annual Party

The annual family party and agency dinner of the Detroit branch, Northwestern National Life, was held with Manager E. P. Balkema, host. Plans for the observance of Arnold Month, October, were made by the agents' committee of the branch, with Leon Perry, district manager, Pontiac, chairman of the committee, presiding. Assisting him in planning the production drive are Frank Seibel, Grand Rapids, and J. D. Barlow, Detroit. Motion pictures of the company's convention were shown at the party.

### Central of Iowa Gathering

Three Day Convention of Field Men Was Held With Talks Made by Company Officials

DES MOINES — An interesting three-day round-up was held here by middlewestern fieldmen of the Central Life of Des Moines. Ten different states



E. H. MULOCK

were represented. A majority of the 150 attending fieldmen had qualified.

The meeting opened with President E. H. Mulock presiding, who extended a welcome and then swung into a general business talk.

Fred P. Carr, chairman of the board and general counsel talked on "Company Stability." A. C. Larson, Madison, co-manager of Southern Wisconsin discussed: "Better Living Through Better Selling."

Other talks were made by Dr. M. I. Olsen, vice-president and medical director; W. F. Poorman, vice-president and actuary; Fred G. Wolfinger, secretary; Peter Hondorp, assistant to the president; Paul Wilson, treasurer; A. R. Shepherd, assistant counsel; and George Carlin, educational director.

The president's month campaign will be in honor of E. H. Mulock who is rounding out his first year as president. The campaign will last through October. The 1939 Central Life convention will be held June 26 to July 1, at Everett Lodge at Eagle River, Wis.

### Pacific Mutual Holds General Agents Meeting

HOUSTON—A full day's series of conferences were held by the members of the General Agency Association of Pacific Mutual Life during the National Association of Life Underwriters convention here.

Thomas H. Wall of Louisville, president of the agency association, presided and opened the meeting with a short

## AGENTS WANTED!

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**GEORGE WASHINGTON LIFE INSURANCE COMPANY**

of Charleston, W. Va.

LEE WARREN JAMES, PRESIDENT





talk on the work of the association. Speakers from the home office were D. C. MacEwen, vice-president in charge of agencies; Floyd Forker, sales promotion manager, and A. N. Kemp, president.

There were panel discussions, one relating to training, in charge of Emory L. Jenks of Atlanta, and with Louis Artz of Los Angeles, Hazen Exeter of Salt Lake City, Rex Rafferty of St. Louis and C. C. Day of Oklahoma City as members of the discussion panel. D. J. Farrell of San Antonio was in charge of the induction panel, with H. K. Cassidy of San Francisco and J. M. Gantz of Cincinnati as leaders in discussion.

Arrangements for the meeting were in charge of J. B. Baumann of Houston and L. C. Swinney of Dallas.

### Glassbrook's Long Connection Celebrated at Meeting

LANSING, MICH.—The 20th anniversary of N. E. Glassbrook with the Ohio National Life was observed at an all-day meeting attended by several home office executives and more than 30 agents in the central division which he heads. This division includes Michigan, Indiana and Illinois. Mr. Glassbrook's organization accounted for more than \$3,000,000 new business its first year, and it has consistently ranked high, the Lansing agency still being second among the company's agencies. Its 11 members turned in \$302,045 new business obtained in the first half of September as an anniversary gift honoring Mr. Glassbrook, included \$99,145 written by Clem Roberts and \$57,000 by Carl Mason.

President T. W. Appleby, of the Ohio National was the main speaker at a luncheon meeting. He reminisced of the early days of Mr. Glassbrook's connection. Webster Evans, supervisor of agents central division, presented Mr. Glassbrook a 20-year diamond-studded service pin and 20-year certificate.

Mrs. Appleby also attended, as did John Evans, vice-president in charge of agencies.

### Security Mutual Convention

Forty agents of the Security Mutual Life of Nebraska have qualified for attendance at the annual agency convention at Ozark Beach, Mo., Sept. 28-30. B. N. Woodson of the Life Insurance Research Bureau, Hartford, a former Nebraskan, will have charge of the

Thursday morning program delivering a series of sales talks. A round table for general agents will be held that afternoon. Agents will be guests of the company at the football game in Lincoln Saturday between Nebraska and Minnesota.

### Six Penn Mutual Agencies in Excelsior Springs Rally

A joint gathering of several Penn Mutual life agencies was held for three days this week at Excelsior Springs, Mo. The agencies taking part were those of E. P. Connolly, St. Louis; R. T. Shipley, Oklahoma City; J. E. Rutherford, Des Moines; W. H. Nicholls, Jr., Wichita, Kan.; Wayne Clover, Kansas City, Mo., and F. A. Schnell, Peoria, Ill.

Several home office officials took part in the program, including: A. E. Patterson, vice-president in charge of agencies; Malcolm Adam, vice-president; W. S. Detwiler, special assistant to Mr. Adam, and also attending was R. G. Engelsman, Penn Mutual general agent, New York City. About 125 agents and their wives from the six agencies attended. There were golf and tennis tournaments, a banquet and other recreations.

Mr. Patterson spoke about the Penn Mutual, Mr. Detwiler on "Interesting Underwriting Items," Mr. Adam on the underwriting department and Mr. Engelsman brought a special message.

Among agents taking part, with their subjects, were: C. C. Cooper, Jr., Rutherford agency, "Planned Prospecting"; A. F. Priebe, Schnell agency, "Saving Money vs. Life Insurance"; L. H. Stern, Connolly agency, "Successful Life Underwriting Methods"; E. D. Claycomb, Clover agency, "Programming—How It Makes Me Money"; W. H. Blecha, Nicholls agency, "Package Sales," and R. C. McFarlane, Shipley agency, "How I Make Money with the D. S. A."

### Connecticut General Regional at Del Monte, Cal., Oct. 3-5

The Pacific Coast regional conference of Connecticut General Life will be held at Del Monte, Oct. 3-5 with approximately 30 qualified delegates from the California agencies of the company in attendance. H. F. Haviland, vice-president in charge of agencies, and E. C. Henderson, actuary, will represent the home office at the sessions, which will be in the nature of round table panel

discussions, with three agents participating in each. R. H. Hepfer, manager, life department Cravens, Dargan & Fox, northern California managers of the company, will lead the discussions on "Prospecting"; W. G. Gastil, manager, southern California offices, "Client Building Through Programming," and R. M. Greathouse, general agent in northern California, "Time Control."

### Lincoln National Michigan Rally

DETROIT—The Michigan agents of the Lincoln National Life will hold their annual sales meeting here Sept. 29-30. There will be about 100 present. From the home office will come A. L. Dern, vice-president and agency director; Dr. W. E. Thornton, second vice-president and medical director; W. T. Plogsterth, director of field service; Superintendent of Agencies Carroll; Secretary and Actuary S. C. Kattell and Chief Underwriter D. B. Semans.

The business sessions will comprise largely round table discussions. Presiding will be several officers and general agents. C. E. Hodgman of the Mutual Benefit Life will speak on "Prospecting" at the first session. At the luncheon, Sept. 30, F. T. McNally of Minneapolis general agent Massachusetts Mutual, will speak on "The Orientation of the Life Insurance Man." The entire affair will be in charge of General Agent G. F. Lofthouse.

### Roaring Gap, N. C., Meeting

M. J. Cleary, president Northwestern Mutual Life, and Warren Lundgren, assistant director of agencies, attended the meeting and outing at Roaring Gap, N. C., marking the celebration of the fifth annual all-southern feud of Northwestern Mutual agencies in Tennessee, Virginia, North Carolina and Georgia. Luther Allen, Atlanta, and his "Georgia Crackers" were winners in the sales contest being first in lives, volume and percentage of quota. E. T. Proctor's general agency at Nashville was second, W. T. Nolley of Richmond third, and L. W. Norton, Durham, N. C., fourth.

### To Have Massachusetts Meet

At the Swampscott regional meeting of the Connecticut General Life, Commissioner Harrington of Massachusetts stated that he intended to call a conference of state companies early in November to discuss problems of current nature. The main topics are investments, real estate, convention examinations, proper methods of valuing securities for annual statements, revision of gain and loss exhibit.



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Essentially a policyholders' company, reared to sound maturity on the principles of conservatism and safety. A steady gain in each of our 22 years, tells its own story.

General agencies are available to responsible representatives in North Dakota, South Dakota, Montana, Idaho, Washington, and Oregon.

Home office—Bismarck, No. Dak.  
Western office—Portland, Ore.

**GENERAL** Agency opportunities for good personal producers in some of the following states:

California  
Indiana  
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**CENTRAL LIFE INSURANCE COMPANY OF ILLINOIS**

211 W. Wacker Drive  
Chicago

## PROVIDENT MUTUAL FLYING SQUADRON



The flying squadron of Provident Mutual Life home office officials that participated in the regional conventions at Chicago, Hot Springs and Lake Placid, is shown above: (left to right) E. Milnor Bechtel and Ernest A. Far-

ington, agency assistants; F. Phelps Todd, vice-president; President M. A. Linton, Franklin C. Morris, manager of agencies; Willard K. Wise, vice-president; Edward W. Marshall, vice-president; C. Summer Davis, editor of

publications, and Nelson A. White, advertising manager. Malcolm L. Williams, assistant manager of agencies, who planned the convention program and went along on the trip, is not shown above.

The three leading "dead-eye" producers of each agency during the three-month contest were guests of their general agents at the outing and a business session for round-table discussions. Mr. Lundgren also attended a meeting of the Allen agency at Atlanta preceding the outing.

#### Samford at Agency Rally

F. P. Samford, president Liberty National Life, was special guest and speaker at a meeting of the Oklahoma agency at Oklahoma City. The event celebrated completion of 32 years service with the company for R. C. Howard, state manager. Mr. Howard's agency has led all other states in production for more than 20 years. The meeting concluded with a banquet.

#### Meet at Marshalltown, Ia.

MARSHALLTOWN, IA.—T. B. Reed, Iowa state manager of the Mutual Life of New York, conducted a conference at Marshalltown with a number of district managers and agents attending. There was a round table discussion and in the evening a dinner.

#### Milwaukee Agency Gives Trip

MILWAUKEE—Nine agents of the Travelers in Wisconsin were guests of the Milwaukee agency for a week-end at Indian Point on Pelican Lake near Rhinelander, Wis., as the result of finishing high in a three-month production campaign. Those taken on the

trip by H. L. Minton, associate manager, were B. B. Brown, R. J. Luick and E. C. Meng, Milwaukee; W. G. Lathrop, Janesville; W. H. Baumgarten, Fond du Lac; E. J. Mau, Manitowoc; R. F. Eggert, Racine; W. H. Harth, West Bend, and B. T. Ziegler, Wisconsin Rapids.

#### Hold Regional Meetings

Having completed the third regional convention at the Grand Canyon last week, the Business Men's Assurance is holding sectional meetings in the west. Vice-president J. C. Higdon will represent the home office. Meetings held were: Los Angeles, Sept. 16-17; San Francisco, Sept. 19-20, and a meeting is being held at Aberdeen, Wash., Sept. 23-24 and Salt Lake City, Sept. 29-30.

#### \$100,000 Club Convention

More than 250 members of the \$100,000 Club, New York Life, attended the convention for the north central and southern Pacific departments at Del Monte, Cal., Sept. 19-21. Among officials attending were: A. L. Aiken, president; F. A. Wickett, vice-president; C. E. Bell, inspector of agencies, southern California; and D. S. Bates, inspector of agencies, northern California.

#### Club to Meet in Canada

The Quarter Million Dollar Club of the Ohio National Life is to meet in the Rainy River district of Ontario next July.

## NEWS OF LIFE ASSOCIATIONS

### Mississippi Congress Held

Hull, Wells, Burnett, Witherspoon and Throgmorton Are on Program at Jackson

JACKSON, MISS.—Field, companies and organizations took place on the program at the first sales congress of the Mississippi Association of Life Underwriters held here. John A. Witherspoon, general agent John Hancock Mutual, Nashville, spoke on "Prestige Building."

"More insurance can be sold by approaching a prospect from the human side than from the technical," he said. "The way to a man's pocketbook is through his heart—not his mind."

"Most insurance, I would say at least 85 percent of it, is bought because of the love for a child or a woman, regardless of the attractiveness of rates or figures."

Other speakers emphasized the theme of the meeting: to improve conditions and raise standards among life insurance agents in Mississippi.

W. Calvin Wells, vice-president and general counsel Lamar Life, Jackson, and insurance attorney, related his experiences in 35 years of work with life companies, speaking from the viewpoint of policyholders as well as officials.

R. B. Hull, managing director National Association of Life Underwriters gave his talk on "Sixty-five Million People—One Hundred Ten Billion Dollars."

H. T. Burnett, vice-president and agency manager Reliance Life, outlined a model way of "Building An Agency," and Louie Throgmorton, district manager Aetna Life, Shreveport, La., interpreted "Objectives of a Life Underwriter."

A meeting of managers, general agents, superintendents and supervisors also was held.

### Kansas Sales Congress to Hear Johnson and Woody

The sales congress of southeastern Kansas set for Oct. 14 at the Hotel Besse, Pittsburg, also will include life men of southwest Missouri and northern Oklahoma. An organization is proposed for the purpose of holding such meetings annually so that a strong program may be assured for agents who find it inconvenient to attend their regular state sales congresses. C. O. Braden, Equitable Society, Independence, is general chairman; B. L. Weide, Fidelity Mutual, Pittsburg, is secretary-treasurer; D. D. Daily, Massachusetts Mutual, Pittsburg, publicity chairman, and J. S. Kerns, Northwestern Mutual, Pittsburg, program chairman.

The program includes talks by Holgar J. Johnson, president National Association of Life Underwriters; Warren V. Woody, agency manager Equitable Society, Chicago; Donald Stewart, vice-president Union Gas System, Independence, Kans., and others.

### Cleveland Survey Shows Many Potential Buyers

CLEVELAND, O.—A huge mass meeting was held here with 12,000 salesmen in attendance to hear plans for Cleveland's big fall campaign to spur business and increase employment. The Cleveland Life Insurance Executives Club held a special meeting, voting support to the "Cleveland Plan." The plan will be discussed at the Sept. 26th meeting of the Cleveland Life Underwriters Association.

As a result of a survey covering 59,500 families, it was announced at the meeting that 23,555 families have signified they will purchase insurance be-

tween now and Jan. 1, 1939. Results of other surveys were also given. As a result of this meeting, Cleveland insurance men are going out with a new enthusiasm and realization of their potential market.

### New Boston Secretary

Gardner A. Smith, who has been appointed executive secretary of the Boston Life Underwriters Association, succeeding John Hughes, who resigned recently to become executive secretary of the New York Life Underwriters Association, is a graduate of the Massachusetts Tech 1932 class and has been in the investment and banking field as assistant statistician and trader for Newton Abbe & Co. of Boston.

Independence, Kan.—Meetings were resumed with Earl Bailey, probate judge of Montgomery county, as speaker. Plans for the sales congress Oct. 14 at Pittsburg were discussed by C. O. Braden, general chairman, as were plans for establishing another C. L. U. class. Frank Sutton, Equitable Society, Coffeyville, is president, and Joe Kearnes, Independence, secretary-treasurer.

Pittsburgh, Pa.—Adoption of the textbook on life insurance prepared by the National Association of Life Underwriters in 33 high schools of Allegheny county outside the city of Pittsburgh is announced by L. C. Woods, Jr., chairman Pittsburgh educational committee. There have been distributed 3,900 of the booklets. Members of the educational committee are R. A. Clark, general agent Northwestern Mutual; J. E. Davis, Massachusetts Mutual; T. E. G. Greenlund, Penn Mutual; M. Jay Ream, general agent Mutual Benefit, and R. L. Kane, assistant manager Metropolitan. Plans for the annual sales congress at the Hotel Schenley, Oct. 13 are shaping. Roger A. Clark is general chairman. The state association meeting will be held at Hershey, Oct. 20-22. Steacey Webster is state president and Frank C. Wigginton, Pittsburgh president, is program chairman for the state meeting.

Birmingham, Ala.—Milton Bacon, author of the book "Thirty Years with Dotted Lines," lecturer and radio speaker, will speak at a meeting Sept. 23 on "Watch Yourself Go By." Policyholders and prospects among business executives will be invited to attend.

Kansas City—Discussing "The Responsibilities of Leadership" in underwriting, G. J. Spahn, Metropolitan agency superintendent, pointed out phases of service responsibility, the routine types of service and proper selling of the contract to meet the future needs of the prospect.

The approach must not imply "buy," Leon B. Fink of the Equitable Society told members of the young men's division. It should, Mr. Fink said, deal primarily with the interests of the prospect and above all must be natural.

Springfield, Mass.—Herman W. Abrahams, Metropolitan, was elected president succeeding Herbert W. Manthe, Mutual Life of New York, who has been transferred to Albany, N. Y.

Hudson County, N. Y.—Frank Bucino, Hoboken, was elected president; vice-president, W. J. Dite, Union City; secretary, James Ransom, Jersey City; treasurer, John Rosamond of Jersey City at the annual meeting in Jersey City.

Greenville, S. C.—The first fall meeting was called to listen to Managing Director Roger B. Hull of the National Association. B. C. Wright is president, F. L. Whitlock, vice-president; B. C. Fletcher, second vice-president, and J. H. Bates, Jr., secretary-treasurer. President Wright has appointed the following committee chairmen: Program, May Dell Barre; membership, B. C. Fletcher; legislative, Fred Graham; publicity, Lee H. Welch. Delegations were present from Columbia, Florence, Anderson and Spartanburg.

Peoria, Ill.—R. N. Howes, Clinton, Iowa, associated for the past 26 years with the Aetna Life, was the principal speaker at the first fall meeting here. Mr.

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**JOHN H. McNAMARA**  
Founder

**PAUL McNAMARA**  
Vice-President

NORTH AMERICAN BUILDING, CHICAGO, ILLINOIS



## September 11, 1850

The United States Life, six months old, had just spanned the continent by authorizing an agency in San Francisco for the benefit of gold-seeking "forty-niners."

Today The United States Life has gone around the world—the only American life insurance company offering such a comprehensive world-wide, continuing service. Making available the benefits of sound, guaranteed cost life insurance in an American company to Americans abroad and to foreigners here, it opens a rich, new prospect field for agents. A steadily growing domestic and foreign business, a complete line of contracts.

Ask for booklet "New Horizons"

## THE UNITED STATES LIFE INSURANCE COMPANY

IN THE CITY OF NEW YORK

101 Fifth Avenue New York, N. Y.

VALUABLE TO THE AGENT IS THE RESPECT WHICH THE NAME OF HIS COMPANY CARRIES—THE REASSURING THOUGHT OF SOUND MANAGEMENT AND FAIR DEALING WHICH COMES TO MIND WHEN ITS NAME IS MENTIONED.

## MONUMENTAL LIFE INSURANCE CO.

54 Branch Offices in 14 Different States

CHARTERED 1858 80TH ANNIVERSARY YEAR BALTIMORE, MD.



Howes, 72 years old and serving his third term as mayor of Clinton, Ia., discussed life insurance as he has seen it during his lengthy and notable career. Roy E. Davis, president, presided. F. J. Schnell, Penn Mutual, chairman of the entertainment and reception program, was in charge of arrangements.

**Columbus, O.**—The first meeting of the season will be held Thursday of next week, the speaker being P. O. Farrell, vice-president and sales manager Real Silk Hosiery Mills, Indianapolis. J. H. McCullough, Union Central, is program chairman.

**Fort Wayne, Ind.**—First meeting of the season will be held Sept. 29, with A. H. Kollenberg, Grand Rapids, Mich., as the principal speaker at the luncheon. Mr. Kollenberg is an authority on partnership and corporation insurance. Monthly luncheons will be held throughout the coming season.

**Columbia, S. C.**—Newly elected officers, including Bennett Davenport, president; Harold DeLorme, vice-president, and John LaFitte, secretary-treasurer, were installed at a meeting.

### Program Is Announced for N. Y. Educational Course

**NEW YORK**—The New York City Life Underwriters Association will open its fall educational course at 4 p. m. Sept. 28 at the Hotel Pennsylvania, the speaker being J. A. Stevenson, executive vice-president Penn Mutual Life, who will talk on the job of selling. Benjamin Salinger, Mutual Benefit Life, is educational chairman and Osborne Bethea, general agent Penn Mutual, chairman of the faculty. The program will also include the following subjects and speakers, lectures in the main being given each week:

- Oct. 3.—Fundamentals, L. N. Whitelaw, New York regional education director Prudential.
- Oct. 11.—Needs and Life Situations, G. P. Shoemaker, general agent Provident Mutual Life, New York City.
- Oct. 18.—Prospecting, Manuel Camps, Jr., general agent John Hancock Mutual, New York City.
- Oct. 25.—Clean-up Fund and Readjustment Income, C. E. Haas, educational director Mutual Life, Brooklyn.
- Nov. 1.—Minimum Income, Harry Phillips, Jr., Penn Mutual, New York City.
- Nov. 9.—Retirement Income, Jules Anzel, Continental American, New York City; also Selling the Young Man, (speaker to be announced later).
- Nov. 15.—The Educational Plan and Father and Son Insurance, Milton Herzberg, manager Equitable Society, New York City.
- Nov. 22.—Simple Programming, R. B. Coolidge, superintendent of agencies Aetna Life.
- Nov. 29.—The Two-Interview Program Sale, Oren Howell, Penn Mutual Life, New York City.
- Dec. 6.—The Approach and Approach Objections, Hubert Davis, Union Central Life, New York City.
- Dec. 13.—Building the Sales Talk, H. G. Kenagy, superintendent of agencies Mutual Benefit Life, and P. A. Peyser, National Life of Vermont, New York City.
- Jan. 5.—Self Organization and Time Control, A. V. Youngman, associate general agent Mutual Benefit Life, New York City.
- Jan. 12.—The Closing Process, A. J. Johannsen, general agent, Northwestern Mutual Life, Brooklyn.
- Jan. 19.—Closing Objections (Clinic).
- Jan. 26.—Motivation, V. B. Coffin, second vice-president Connecticut Mutual Life.

### Graduates 18 Agents

The Pacific Mutual Life has sent 18 agents certificates showing they successfully completed the 21-day intensive training course. Two women are in the group.

**THE WOMAN'S BENEFIT ASSOCIATION**  
Founded 1892  
*A Legal Reserve Fraternal Benefit Society*  
Bina West Miller  
Supreme President  
Frances D. Partridge  
Supreme Secretary  
Port Huron, Michigan

## LEGAL RESERVE FRATERNALS

### Has Report on Deaf Fraternal

#### Illinois Department Brings Out Interesting Features in Connection with Its Examination of the Society

The Illinois department has made a report as of June 30, 1937, of the National Fraternal Society of the Deaf with headquarters at 433 South Oak Park avenue, Oak Park, Ill. It writes life, health and accident. Its assets are \$1,788,765, legal reserve \$1,468,192, special contingency reserve \$47,180, surplus \$255,360, ratio of solvency 115.52 percent. The investments in real estate, mortgage loans, bonds and cash represent 37 7/8 percent, 28 percent, 38 3/4 percent and 11 percent respectively. Its cash position, the report says, is adequate for current needs. Benefit membership is limited to deaf males of the white or American Indian race who are between ages 18 and 55 years. Special membership is extended to deaf males of the same races who are otherwise ineligible for benefit membership. It is licensed in some 27 states and the Dominion of Canada. Rates are based on the American experience table at 4 percent. It does not reinsure any of its outstanding risks. Its policies are the ordinary life, 20-pay life, paid up at age 60, old age income at age 70. It had in force as of June 30, 1937, \$4,853,058 life insurance.

### Blankenburg Named Head of Fraternal Group

**NEENAH, WIS.**—At the annual meeting of the Fraternal Life Underwriters' Association of northwestern Wisconsin and upper Michigan here, A. H. Blankenburg, Appleton, Aid Association for Lutherans, was elected president, succeeding B. E. Mayerhoff of the same fraternal. Henry Spille, Jacksonport, Wis., Fidelity Life, was named vice-president, and Howard Drjeske, Neenah, Equitable Reserve, secretary-treasurer.

Walter C. Below, Fidelity Life, Fulton, Ill., was guest speaker, and N. J. Williams, vice-president Equitable Reserve, made an inspirational address. Also on the program were members whose subjects were discussed in roundtables. They were Ira Lecy, Aid Association, on "Why is life insurance more valuable and a better form of investment than other investments?"; M. L. Ridgeway, Equitable Reserve, "Advantages of 3 percent policies over 3.5 or 4 percent policies"; G. A. Comstock, Equitable Reserve, "Value of the local secretary to the association and the field workers," and E. C. Hickenbotham, Aid Association, "Why self-discipline is valuable to the salesman."

### Lietzke Is Advanced

Paul Lietzke, for nine years secretary of Milwaukee Lodge No. 49 of Loyal Order of Moose, and vice-president of the third district of the Moose state association, has been appointed deputy supreme dictator of Wisconsin.

### Meeting at Belleville, Ill.

**BELLEVILLE, ILL.**—Approximately 500 members of the Royal Neighbors are expected to attend the annual convention of the St. Clair-Monroe county chapter which convened here this week.

### Modern Woodmen Names Two

Robert H. Platt has been named assistant to Superintendent of Agents Smith of the Modern Woodmen, to take over former duties of Paul J. Harris, who recently became Missouri manager. Mr. Platt has been in the field department since 1928, save for two years in

the field with the motion picture department.

Fred C. Selzer, who has been with the society for a number of years as a special agent, has been appointed Montana manager. He has been engaged in life insurance for a number of years. His son, Bob Selzer, is working with him. Their headquarters are at Great Falls.

### W. O. W. Adopts 40-Hour Week

**OMAHA.**—The Woodmen of the World announced adoption of a five-day week for all home office employees. More than 350 men and women are affected by the ruling which shortens their work week to 40 hours, eliminating Saturday morning.

### Liquor Clause Is Construed

The North Dakota supreme court, in Dix vs. Modern Woodmen of America, was called upon to consider the provision that an insurance certificate is void if the assured engages in the sale of intoxicating liquors for beverage purposes. The court held in favor of Modern Woodmen. It is not necessary that the assured be convicted of the offense of engaging in the liquor traffic or in the illegal sale of intoxicating liquors before the rights of the assured are cancelled. It is sufficient if it be a fact that he did so engage in such traffic, the court held.

### Congress to Have Booth

A booth is being conducted by the Washington State Fraternal Congress in the western Washington fair at Puyallup, Sept. 19-25. On "Fraternal Day," Sept. 25, there will be a pageant and team drills.

**Social Security Slide Rule \$1.** Order from The National Underwriter.

## WOODMEN OF THE WORLD

### Five Modern Legal Reserve Contracts

- Ordinary Life
- Twenty Payment Life
- Endowment at Seventy
- Twenty Year Endowment
- Family Income

These contracts are participating, and provide all standard non-forfeiture options.



Operating for almost fifty years in California, Oregon, Washington, Colorado, Idaho, Montana, Nevada, Utah, and Wyoming.

Write for particulars to

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DENVER, COLORADO

## Men make money in their own business and then lose it in the other fellow's

Money invested in Life Insurance is worth just what it is represented to be when the Insurance was bought.

Those who put money into Life Insurance find it a great resource in days of trouble.

Life Insurance used to be called

"Die Insurance." You had to die to get the money.

Today men and women buy—"Living Insurance."

With its Legal Reserve Policies, completely modernized, for Men, Women and Children, this organization is well equipped to offer a complete Life Insurance program.

## Equitable Reserve Association

NEENAH, WISCONSIN  
(Forty Years of Proven Service)

## PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

### A Legal Reserve Fraternal Insurance Society

S. H. HADLEY Supreme President L. D. LININGER, Supreme Secretary  
SHARON, PA.

### Send 9 cents in stamps for sample copy of THE ACCIDENT & HEALTH REVIEW

The only exclusive accident and health paper published. It gives ideas and suggestions that help you sell income protection insurance. Address your inquiry to A-1946, Insurance Exchange, Chicago.

## APPOINTMENTS BY CANADA LIFE



**J. G. BEATTY**  
Actuary

Following the recent announcement of important executive appointments in the Canada Life comes the news of further senior promotions. L. K. File becomes chief actuary, while J. D. Williamson and J. G. Beatty have been promoted to the position of actuary.

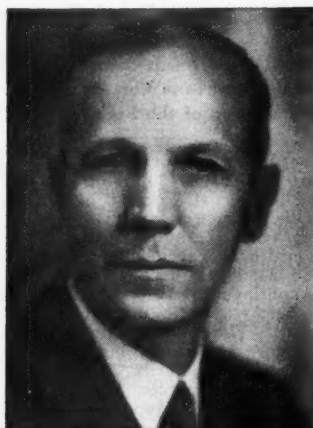
Mr. File has been associated with the Canada Life for 30 years. A gold medalist at the University of Toronto, he joined the Imperial Life on graduation. He became a fellow of the Actuarial Society of America in 1907 and a fellow of the Institute of Actuaries of Great Britain in 1909. Mr. File was



**L. K. FILE**  
Chief Actuary

appointed assistant actuary of the Canada Life in 1913 and associate actuary in 1924. He is a past president of the Insurance Institute and his services have been used as consulting actuary by many outside organizations.

Mr. Williamson has been with the Canada Life for 28 years. He joined the company directly on leaving the University of Toronto, from which he graduated with honors in mathematics. He was appointed head of the dividend division in 1922 and went to London, England, to take charge of actuarial work for the British Isles division, in the



**J. D. WILLIAMSON**  
Actuary

fall of the same year. He was appointed assistant actuary in 1924 on his return to the head office. Mr. Williamson is a fellow of the Actuarial Society of America. He is first vice-president of the Life Insurance Institute of Canada.

Mr. Beatty is a graduate of the University of Toronto, from which he received the master of arts degree. He is a fellow of the Actuarial Society of America, and joined the Canada Life in 1919. He was appointed assistant actuary in 1924. He spent practically all of 1937 doing special work in the British Isles division.

## INDUSTRIAL FIELD NEWS

### Metropolitan Southern Rally

**Large Number of Field Men Attended Sales Congress That Was Held at Lookout Mountain**

CHATTANOOGA — Approximately 200 qualified delegates assembled at Lookout Mountain hotel, near Chattanooga, to form the 1938 southern sales congress of the Metropolitan Life. The theme, throughout was "Don't Boast About Your Company; Let Your Company be Justified in Boasting About You."

It was shown that while the Metropolitan holds a high position among life insurance companies, its position was made possible by the splendid work of the men and women who are proud to say, "I'm with Metropolitan."

Superintendent of Agencies K. C. Ringer received an ovation when he said, "The home office is behind every Metropolitan man in the field."

There were social activities attended by hosts C. E. Creagh, Metropolitan's Chickamauga district manager in Chattanooga, and George W. Johnson, Chattanooga district manager. The Metropolitan has two large offices in Chattanooga.

Second Vice-president Samuel Milligan, New York, shared speaking honors with H. E. Cunningham, office of Vice-president Wilkes, New York; Field Training Supervisor P. A. Collins, New York, and R. J. Seay, New York, supervisor field training division.

### CIO Vote Ordered in Boston

BOSTON—The Massachusetts labor commission has handed down a ruling ordering a vote to be taken on Oct. 7 by the 650 employees of the John Hancock Mutual Life, employed in some 11 agencies of Greater Boston, on the question "Do you want to be represented by

Industrial Insurance Agents Union, Local 41, for collective bargaining on your conditions of employment."

The ruling is a result of an application made some months ago by the local CIO organization seeking to organize the employees of some of the Boston industrial agencies of the John Hancock.

### Important Case Set Oct. 17

LOS ANGELES — Counsel for Insurance Commissioner Rex B. Goodcell, as well as counsel for Appellants Neblett, McDonald et al. have been notified by the clerk of the United States Supreme Court that the argument on the appeal from the California supreme court upholding judgment of the Los Angeles superior court in the Pacific Mutual Life reorganization case, has been set for Oct. 17, before the full bench of the Supreme Court at Washington. The ground on which the highest court consented to hear the appeal was whether the due process of law and 14th amendment to the Constitution had been violated.

### Deny Matthews a Rehearing

LINCOLN, NEB.—The state supreme court denied the application of Jack Matthews, former president of the Cosmopolitan Old Line Life, for a rehearing of the case in which a personal judgment was entered against him for \$191,300, largely representing payments to early maturing policyholders taken out of funds held for allocation on later maturities.

### Director of State Mutual

The State Mutual Life has announced the election of C. D. Heywood, well known Worcester, Mass., industrialist, as a director. He fills the vacancy caused by the death in May of his uncle, A. S. Heywood, who had just rounded out 20 years on the board.

### Great Republic Policyholders Oppose Reinsurance Plan

LOS ANGELES — Reinsurance of the Great Republic Life by Postal Union Life is again in the limelight, Superior Judge C. L. Shinn having conducted a hearing on an order to show cause why the reinsurance plan should not be approved.

Opposition to the proposed merger came from Great Republic policyholders. The court has been hearing testimony since Sept. 14. Former Commissioner Carpenter, Deputy Commissioner Benjamin in charge of liquidations, and Chief Examiner Schleip have been on the stand.

The proposal on which the hearing is being held is the third one looking toward rehabilitating the Great Republic. Commissioner Carpenter rejected the first offer, accepted the second, also made by the Postal Union, and asked court approval. The court refused and directed bids be advertised for another offer. This was done and the Postal Union bid was accepted, and the court asked to approve. Opposition to it developed on the part of both stockholders and policyholders of the Great Republic. During the interim changes in stock ownership of the Great Republic occurred, and when the case finally was called, only policyholder opposition appeared.

### Chicago Meetings

The Chicago C. L. U. will meet at the Hotel Sherman, Oct. 3. John O. Todd will be the speaker giving a picture of his working methods which have made him a member of the Million Dollar Round Table. On Nov. 14, L. M. Buckley, Provident Mutual, will be the speaker, in the special education series. Louis Behr, Equitable Society, will follow Feb. 3.

### Detroit Sets Tentative Date

The annual meeting of the Detroit Chapter, C. L. U. has been tentatively set for Oct. 3. Officers for the year will be elected and a program of educational activities decided upon.

## POLICIES

### Family Policy Introduced

**North American Life of Chicago Tells About Its New Contract It Has Added to Its Kit**

The North American Life of Chicago announces its "family policy." It is written on the endowment at age 85 plan and under it all insurable members of a family are covered for the same or varying amounts in one contract, ages from birth to 60th birthday, inclusive. While it is not mandatory that all members of a family be covered, it is anticipated that they will be in almost all cases. Both parents should be included but one parent must be included. An application will be entertained only when it covers two or more members. The father if living must be the principal applicant so that he will be given control of the policy when it is issued. If the father is not living, the mother may be the principal applicant. The minimum amount on any one individual is one unit or \$250 ultimate amount and the minimum amount under any one policy is \$1,500 ultimate amount. It is hoped however that the average will be \$2,500. On children under five years of age, death benefits are graded. After the original policy is issued, other members may be added from time to time. The policy differs from the usual form of joint life contract in that it does not terminate in the event of a death. Instead the death claim is payable and the remainder of the policy continues in force on the other lives, the premium being reduced.

### Rates Are Given

The premium rates on a \$250 unit for five year ages are as follows:

Age	Annual	Age	Annual
0	\$ 3.00	35	\$ 5.57
5	3.00	40	6.65
10	3.01	45	8.11
15	3.30	50	10.06
20	3.67	55	12.69
25	4.15	60	16.37
30	4.76		

### Issues Participating Series

**Western Life of Montana Enters New Field as It Makes General Rate Increase on Non-Par Forms**

The outstanding change in the new Western Life of Montana rate book is the inclusion of participating rates for many policy forms. In the past the company has been entirely non-participating with the exception of a few coupon forms upon which the guaranteed coupons might be applied in the normal dividend manner.

A general increase in premiums has been put into effect on non-participating policies. For years, this company has operated without a surrender charge on almost all of its forms, but this set-up provides for surrender charges. On some plans the surrender charge remains constant at \$10 per \$1,000 during the first ten years, decreasing \$2 per year between the tenth and fifteenth years; on other forms the charge is from \$12 to \$14 with various rates of reduction as the policy grows older.

Most of the policies are issued on the Illinois standard modification, although the preferred risk ordinary and 20 payment life give the full level premium valuation. With the adoption of participating contracts, the company has discontinued its guaranteed premium reduction plan which carried guaranteed coupons. One of the new forms in the participating department is the modified 3 with premiums reduced approximately 15 percent during the first three years; dividends beginning the end of the third

(CONTINUED ON LAST PAGE)



# Sales Ideas and Suggestions

## Definite Sales Ideas Are Told at Green Lake

Definite sales ideas were brought out in the agency "panels" at the western regional conference of the Connecticut General Life at Green Lake, Wis., recently. In the panel on "Planned Activity" A. R. Morrow, Des Moines, remarked that the loss of two hours a day from lack of planning amounts to a loss of three months' income out of any agent's year. Planning his activities will help an agent take up this slack and allow him to make his full earnings. Life insurance affords an opportunity for laxity in the management of time that must be controlled by the agent if he is to be a success. Among the means of avoiding the loss of productive time is to work up cases in time not available for making calls; to have a definite appointment for a call, and not waste time calling on a chance; and to devote two or three evenings a week to study, instead of using up productive time.

### Guide to Profit

W. N. Walling, Chicago, told why he keeps records of calls and interviews. Any business man who hopes to succeed must keep books and inventories. Records not only prevent the waste of work already done, but as in a business, they are a guide to profitable activities. Records show the effectiveness with which an agent does his prospecting. If he is making too few sales to number of calls, or selling policies too small for profitable returns on his time, he quickly realizes that he is prospecting in the wrong places and can change his direction. Records tell him when he should invest more hours in the field. Records tell a merchant when he is running out of stock, and they tell an agent when he is running out of prospects, in time for him to replenish his list.

### Heart of Agent's Success

Jean Black, Indianapolis, told how he solves the prospecting problem. He said that a definite procedure of prospecting represents from 50 to 85 percent of an agent's success. There are two main sources of prospects, first, centers of influence, and people on whom he calls. There are two purposes of calls, to sell, and to get prospects. The ability to weed out poor prospects is an essential of success. An agent should acquire at least three qualified prospects every day. This means getting enough information about them to know that they are suitable subjects for a sales call.

Good prospecting requires both knowledge and enthusiasm. A good prospector has a sympathetic knowledge of other people's interests and is able to put himself in the other fellow's place, and realize what his ambitions and needs are. He must have enthusiasm and be able to get steamed up about life insurance. When asking for a name Mr. Black likes to let his mind run on some case he knows of, of some mother, or son or daughter, or old person, who would have been in better circumstances if there had been any life insurance to relieve his needs.

### Approach and Close

The panel on "Sales Technique, Approach and Close" included six men, two of whom spoke on accident insurance. Three men spoke on the approach and three on the close.

J. M. Belwood, Kansas City, spoke on the approach to an accident prospect. He advised agents to go to men able to buy. The little fellows need insurance also, but they can get it from the industrial accident companies. He makes

his approach on the line of protecting an asset. "Mr. Jones, have you got enough income insurance to give you, in case you are disabled, 80 percent of what you can earn when you are on the job?" This question gets attention. The idea is carried along in regard to the prospect's house, his car, other property, and liability insurance. This leads up to the question, "When you take your car out on the road, is the man behind the wheel as well protected as the other driver?"

### Approach on Specific Needs

H. M. Carrothers, Detroit, handled the approach to life insurance for a single need, such as the special protection of an individual, for the carrying out of a specific purpose. He illustrated with a couple of cases. One was on a well paid executive: "Mr. Jones, our friend Sam Smith told me you had all the life insurance you need, but he also thought you would be interested in a plan that would enable you to retire at age 60, whether business is good or bad, and whether your investments are up or down."

In another case Mr. Carrothers learned that a rather wealthy man was strongly interested in the infant son of a nephew, and that the nephew, partly due to lack of education, was not making a very successful career. The approach was: "Mr. Jones, I know that you are a believer in life insurance, and that you have rounded out your personal program, but how about this boy? If you are here you will see him through college. Our educational policy will do that whether you are here or not."

### Watch Own Mental Attitude

J. K. Blitz, Pittsburgh, handled the approach on a life insurance program. Mr. Blitz, who writes some large cases, devotes an immense amount of time to preparation. He not only prepares his talk in advance but rehearses it and arranges it in order. He tries to think out every point that will appeal to the man he is going to call on, and the list of points on which he prepares himself is a long one. At any point he may win attention and be able to switch into his presentation and may not have to use the others, but he never fails in his preparation. This preparation extends

to his own mental attitude. He tries to concentrate on the fact that the prospect needs his help more than he needs the business and to let his mind dwell on what he can do for the prospect, rather than on his own share in the transaction.

### Closing the Sale

On closing methods K. O. Stokes, Indianapolis, told of his method on accident. He really begins the close when he begins the interview, because he never makes a statement without the question, "Isn't it true, isn't that so, wouldn't you," etc. For the actual close he uses the property idea. Thus if a man is earning \$5,000 a year, that is equal to 4 percent interest on \$125,000 worth of property. "Is that worth protecting?"

On life insurance closing, R. A. Coufal, Omaha, said he not only figures out how life insurance will do the job for the prospect, but he also figures out how other methods will do it, because that it is just what the prospect is doing himself. He does not talk policies, but plans. Better still, he gets the prospect to talk plans. The sale results naturally, from the superiority of life insurance over other plans.

### Close Begins at Presentation

M. M. Bridgman, Toledo, like Mr. Stokes, believes that the close is not a separate entity, but begins with the presentation, or even as far back as the approach or the fact finding interview. The close grows out of the prospect's actual needs, those he himself admits have to be taken care of.

### Selling to Women

"Women can detect artificial salesmanship much more readily than the average man," said S. A. Troxell of Baltimore, speaking before the round table of the John Hancock Mutual general agency leaders.

Mr. Troxell, who successfully writes salary deduction insurance on feminine employees of a large utility, said the average woman is not much interested in protection. She is interested in a plan that will give her ample protection but at the same time something that will give her income at some future date.

"I do not try to sell a young woman in one interview," said Mr. Troxell. "No matter how much she may want to buy, I tell her to talk it over with her family before she decides. Generally her family will approve the idea and urge her to buy—and then she is well sold and more likely to keep the insurance than if she bought it on the impulse."

## Handy Excuse-O-Gram Chart

The following Excuse-o-Gram was devised by Martin L. Seltzer, Aetna Life general agent, Des Moines:

"In line with the usual time-saving devices which we endeavor to promote in the agency, we send the following chart," he said in a memorandum accompanying the chart. "Various excuses which have been given for non-production are listed. Merely check and return, unless, of course, you have an original one or two and then we have left a couple of blank spaces at the bottom for such originalities."

1. Cold in the head.....
2. Cold feet.....
3. Low blood pressure.....
4. High blood pressure.....
5. Overhauling furnace.....
6. Painting back fence.....
7. Weeds got in strawberry patch.....
8. Getting married.....
9. Tonsils not functioning.....
10. Bunions enlarged.....

11. Catching up on violin lessons.....
12. Arches fell down.....
13. Got behind in correspondence.....
14. Women.....
15. Car out of adjustment.....
16. Low resistance.....
17. Frequent headaches.....
18. Shooting pains above eyes.....
19. Mustache needed trimming.....
20. Wife gave tea party.....
21. Wife got job.....
22. Tried to get out of overparking ticket.....
23. Practicing for church theatrical.....
24. Chills.....
25. Cut finger—took day off.....
26. Sunburn.....
27. Doubled up with cramps.....
28. Chickens hatching.....
29. Fish biting.....
30. Ground-gripper shoes wore out.....
31. ....
32. ....
- Signed .....

## TALKS THAT CLICK

"Let me take you 20 years into the future, Mr. Prospect. Your two children have now grown up, and one morning you come out of your home to get into your car, and you are waiting for your boy to join you. You are going to the club to play some golf with him, and he is just taking his last swallow of coffee, and while you are waiting, you look up at this home which has housed you and your wife and your boy and your girl for the last 20 years, and if your mind went back over those 20 years, there would be many joyous associations connected with it. You would look at every shingle and every brick with a certain fondness, and no material thoughts could intrude into your reverie.

"But let's suppose for a moment that a material thought did seep in. Let's suppose that you happened to think of your fire insurance policy which covered that home. Would you think of the 20 year's fire insurance premiums that you had paid, and then snap your fingers in disgust and exclaim, 'I've never even had a fire.' Of course not, Mr. Prospect; you would be delighted that that home had never burned down, although if it had, it is something that could have been replaced.

"By the same token, you are not going to be sore 20 years from now because you didn't die. You are not going to begrudge the money that has meant security for your two children and your wife during those 20 years—security that would have taken your place, economically, at least, if anything had happened to you."—Manuel Camps, Jr., New York City general agent John Hancock Mutual Life.

### Holding Original Contracts

The Acacia Mutual declares that it is a good time to take stock and see whether an agent is using all the tried and tested methods of holding and developing original contracts. It takes some methods adapted from "Printer's Ink" for maintaining contacts with customers. They are as follows:

(1) Never make an original call without following it up quickly with a thank-you letter; (2) Write a follow-up goodwill letter about your company and its services; (3) Pass along a helpful idea on your next visit; the prospect will appreciate it; (4) Pass along an occasional idea or news item on the prospect's personal hobbies; (5) Never forget to write seasonal greetings to the man or woman you wish to cultivate; (6) Pass along timely news about a prospect's competition; (7) Give prospects an occasional invitation to attend a conference or entertainment with you; (8) Make friendly telephone calls occasionally; (9) Point out interesting developments and trends in his business and yours; (10) Send occasional sales helps, assistant salesman letters, company literature, etc.; (11) Offer your service and get him into the profitable habit of coming to you when he needs help.

### Remember Voices and Faces

It is important for salesmen to remember names and faces because it makes a great hit with nearly all men to be well known. Recently a salesman called on a man twice and received only an indifferent reception. The man telephoned the salesman to get further information and the salesman recognized his voice before the man had a chance to introduce himself and said, "Yes, Mr. Prospect," calling him by name. The prospect was pleasantly surprised and his indifference soon disappeared.



## Earle of Oregon Comments on the Examination Plan

(CONTINUED FROM PAGE 3)

to make it plain that the New York law does not prohibit 'association' examinations. It does take a considerable amount of interpolation of the law to rule that an association examination—conducted by states other than New York and by virtue of their several laws—must be consummated with; (quoting Mr. Pink) 'the main work—done by the civil service employees of New York.'

### Difference in Examinations

"While it is true that, often, a state examination and a convention examination are conducted at one and the same time, this is for economy, and it does not follow that such has to be the case; nor that the same identical report has to serve for both. It is quite conceivable that a state examination might produce a report, for state purposes, entirely separate and distinct from a report by association examiners although the information from which the two were prepared may have been obtained at one and the same time. But the 'state' and 'association' examinations must not be confused, one with the other, whether it be by a commissioner in the making of rules or, by a legislature in the making of law.

"We must take issue with Mr. Pink, in his statement that the size of a company has a direct bearing on who shall examine it. It is rather the amount of territory which it attempts to service which should guide in this respect. A good share of grief is caused by small company activity, covering too much territory.

### What Is the Zone System?

"In the statement of the New York department on 'convention' examinations of New York companies now in progress there is but one instance where the zone system is, even partially, in use. (The New York Life is represented as being examined by representatives of each zone.) However, we are to believe that the 'main work' is being done by the civil service employees of New York which, of course, is not the zone system (association examination) intent. Nor can we subscribe to the statement that there is an association examination now in progress in New York for the simple reason that the zone system is the only system conducted by the National Association of Insurance Commissioners.

"The New York department needs no 'program of Superintendent Pink to co-operate with the National Association of Insurance Commissioners.' The secretary of the National Association of Insurance Commissioners calls 'association examinations'—not Mr. Pink, nor any other commissioner. It is only necessary to furnish the secretary with information required, as other commissioners

do, and the zone system association examination will function courteously, efficiently and, entirely within any and all laws. One grows weary of subterfuge and evasion."

## New England Mutual Leaders Meet in Biennial Convention

(CONTINUED FROM PAGE 1)

were welcomed. An unusual feature of the meetings was the presentation of three playlets, in which were enacted various methods of prospecting, programming, and business insurance selling. A motor trip was taken to Lake Louise. The golf tournaments were won by Bruce Bare, Omaha, and Frank Richardson, Los Angeles. Dances and bridge tournaments were held.

G. L. Hunt, agency vice-president, discussed the contrast between business obtained from random prospects and established clientele, revealing that only 10 percent of the company's new business comes from other than client prospects. "Success in our life's work," Mr. Hunt declared, "can only be attained by our carefully formulating a pattern of procedure and then following through with the necessary work. No clientele can be built on a basis of procrastination and mere sociability. Thinking men appreciate clean-cut, forcefully presented proposals when their needs have been carefully ascertained."

Features of the business session devoted to prospecting problems were talks by C. Preston Dawson, general agent in New York City, and W. F. Scarborough, Philadelphia. C. J. Frisbie, Seattle general agent and National association committeeman, spoke on "The Wheel That Squeaks," saying there are few prospecting assets so valuable as a genuine interest in people. Paul Speicher of the R. & R. Service, spoke of various aspects of the modern scene and the challenge presented by today's market to agents and companies. A typical sales clinic, as developed in the Detroit agency, was conducted by A. C. Utter, general agent in that city. Seminars on business insurance and taxes, and pension trusts, were led by M. G. Summers, Boston general agent, and B. H. Micou, Detroit, and J. H. Atwood, Boston.

## N. Y. Association Files Second Brief on Code Revision

(CONTINUED FROM PAGE 3)

new agent would have to wait until the result of his examination were announced, probably at least four weeks, during which time he would have to live on his own, usually rather scant, resources or on borrowed money. This would subject the newcomer to a serious hardship of a type not imposed on beginning salesmen in any other line of

business, it is contended. Also the companies or general agents would have to bear the expense of examination fees, and perhaps travelling expenses to the place of examination, and other incidentals. Since this expense is ultimately borne by the public, no such burden should be imposed without clear and unquestionable advantage to the public, an advantage which, it is stated, cannot be shown to exist.

However, if a pre-licensing measure should go through in spite of objections to it, the association believes that it should be amended to give the superintendent of insurance more latitude, to give him discretion to exempt from the examination requirements agents who have passed equivalent examinations in other states or who have been awarded the C. L. U. designation. The association offers the following amendment:

### Form of Suggested Amendment

"The superintendent may accept, in lieu of any such examination, the result of any previous written examination given by the superintendent of insurance, or by the insurance commissioner of any other state, or by a recognized institution of learning, if such a previous examination (which) in his judgment is equivalent to the examination for which it is substituted."

The association also would have the proposed revision amended to give life agents the same privilege which would be granted to fire, marine, casualty, surety and other agents so that in connection with any application for an additional license to represent additional insurers, no further written examination would be required if no new class of insurance were to be written. Citing its own record and that of companies and other underwriters associations, the association fully endorses the underlying objectives of the provisions it opposes, but points out that the sections in question would not further these aims.

## NEWS OF POLICIES

(CONTINUED FROM PAGE 18)

year will tend to offset the increase in premium at that time.

Age	Participating		Non-Participating	
	Pref. Life	Ord. Life	Pref. Life	Ord. Life
21	\$16.96	\$25.95	\$15.29	\$14.20
25	18.42	27.49	17.03	15.57
30	20.75	29.82	19.77	17.72
35	23.93	32.93	23.43	20.53
40	28.13	36.81	28.37	25.20
45	33.79	41.80	34.74	30.84
50	41.53	48.45	43.09	38.41
55	52.16	57.58	54.72	48.68
60	67.12	70.63	72.01	62.69

\*Premium first three years is approximately 15 percent lower than those shown above.

### General Mutual Retirement Annuity Is Liberalized

General Mutual of Van Wert, O., has revised and simplified its retirement annuity contract by placing quotations on the basis of \$50 annual premium instead of \$100. The contract is now written to provide a 10 year certain and life annuity beginning at age 65 for males and age 60 for women. The insured has the privilege of taking the income at an earlier age or continuing premiums after the maturity date until such time as he may wish to begin the income. There is the privilege of changing the mode of settlement to a straight life annuity or any of the regular policy settlements, making this new contract much more flexible than the old. While a direct comparison of values under the old and new plan is difficult because of differences in structure, the new contract appears to be much more liberal. The accompanying table shows the amounts of monthly income provided by \$50 of annual premium at various maturity ages. According to present dividend estimates, dividends will accumulate to \$111.77 over a 20 year period

using 3 percent as the basis for accumulations.

Age	Male		Female	
	60	65	60	65
20	\$25.09	\$36.54	\$53.88	\$15.63
25	20.05	29.64	44.20	12.28
30	15.70	23.68	35.85	9.35
35	11.94	18.54	28.64	6.81
40	8.71	14.11	22.43	4.63
45	5.92	10.29	17.07	2.74
50	3.51	6.99	12.44	1.22
55	1.56	4.14	8.45	0.55
60	0.84	2.41	5.01	0.32

### Manhattan Mutual Changes

In a general rate revision, Manhattan Mutual of Kansas has changed the ordinary and limited payment life forms to endowments at age 85 with premiums lower than on the old forms. A change in the surrender charge produces lower surrender values during the early policy years until it is overcome by the higher reserves of the endowment at 85 plan. Practically all other premiums have been increased with the exception of preferred risk ordinary life which remains unchanged. Surrender values on endowment plans are noticeably increased. The company has discontinued 10 and 15 payment life, 15 year endowment and the 15 and 20 year term plans but has added 30 payment life, 30 year endowment and 5 year term, as well as a complete line of juvenile policies. The new premiums are shown for sample ages:

Age	20 P.		30 Yr.		5 Yr.	
	End.	End.	Pay	End.	End.	Term
15	\$16.04	\$23.48	\$19.23	\$46.79	\$29.90	9.54
20	17.78	25.73	21.00	47.15	30.36	9.86
25	19.92	28.31	23.07	47.50	30.96	10.05
30	22.70	31.42	25.64	48.10	31.98	10.69
35	26.40	35.33	29.01	49.21	33.37	11.28
40	31.37	40.22	33.46	51.11	36.15	12.28
45	37.97	46.37	39.37	54.21	40.56	15.21
50	46.80	54.19	47.35	59.07	47.31	20.12
55	58.72	64.43	58.29	66.59	57.94	27.94
60	75.01	78.31	73.34	78.05	73.34	37.94

### Bowen Not to Act for Lower Interest Rate

Superintendent Bowen declared that the Ohio department does not plan to make any recommendation to the next session of the legislature for a law reducing the interest rate charged by life companies on loans to policyholders. In discussion such action taken by the New York legislature, Superintendent Bowen stated, "It is my guess, and only a guess, that one of two courses will be adopted by the New York companies operating in this state. Either they will issue different policies to purchasers in Ohio, or they will put the New York rates in effect in all states.

"Since only about 15 percent of insurance policyholders ever borrow on their insurance, and most of these never repay the loan and allow their insurance to lapse, we have always considered that a man who borrows on his policy is in reality borrowing from his widow. For this reason we would never encourage borrowing on policies by asking for legislation reducing the rate."

Mr. Bowen added that should the lower rate be put into effect in Ohio by voluntary action of the companies, the existing loan contracts would not be affected.

### Northern Life's Additions

The Northern Life of Seattle has added to its sales kit group hospitalization and separate group accident and health. These may now be written without group life on 50 or more employees having a common employer. Group hospitalization may be written without group life or group accident and health.

### Crowell to "Insurance Field"

Fred C. Crowell, Jr., for eight years associate editor in charge of production of the "Insurance Magazine," Kansas City, will join the staff of "Insurance Field" Oct. 1 as features editor and educational director. He is a graduate of Iowa State College and was in the daily newspaper field before going into insurance journalism. He is well known throughout the middlewest and southwest for his plan of editing from the field.



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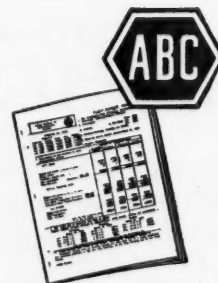
Today, A.B.C. reports reveal and analyze **NET PAID CIRCULATION**—the true measure of advertising value.

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**A.B.C. = Audit Bureau of Circulations = FACTS as a yardstick of advertising value**

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